

GIFT OF LIGHTS AND JINGLE BELL ROCK SPONSORSHIP OPPORTUNITY



Gift of Lights

GIFT OF LIGHTS

- Gift of Lights, a fan favourite, is back from November 12, 2022, to December 31, 2022
- More than 2 km of beautiful light displays that guests can enjoy from the comfort of their vehicle, this year brighter and better than ever
- We are bringing back the ever popular “Walk Only Nights” three times throughout the season. These experiences partnered with charitable organizations such as Grand River Hospital Foundation, Food Bank of Waterloo Region and Family and Children’s Services of the Waterloo Region.

NEW
FOR
2022



JINGLE BELL ROCK

- Bingemans is excited to announce the newest and most spectacular holiday attraction of the Season, JINGLE BELL ROCK!! Running from November 12, 2022, to January 7, 2023
- Jingle Bell Rock is an immersive, in person holiday activation which will take place in the Event Square behind Boston Pizza Kingpin
- Guests will be dazzled by the feature 40’ RGB lit tree, a 200’ RGB lit programmable banner as well as more than 30 light displays that will be set to music. Creating an immersive experience filled with colourful light patterns, and music to bring to life eye catching illuminations delighting our guest’s imagination.
- Amazing Instagram worthy holiday displays including two 50’ lit walking tunnels that are designed for picture taking opportunities
- This will be a sound and light experience that will feature contemporary holiday songs which will be coordinated with this amazing twinkly light show.
- Guests will enjoy roasting s’mores on open firepits as well as extras like cookie decorating with Mrs. Claus for the kids
- Holiday themed GameworX redemption prize area in FunworX for the families
- Live entertainment and feature nights such as Holiday Country, Retro and more

FOR MORE INFORMATION VISIT giftoflights.ca

giftoflights@bingemans.com • 519-744-1555 • 425 Bingemans Centre Drive, Kitchener, ON N2B 3X7



SPONSOR HIGHLIGHTS

- The opportunity to partner with the largest holiday season activation in the Waterloo Region. Gift of lights is a recognized brand with historical success since 2016. Building on this we are able to expand and bring Jingle Bell Rock to life.
- Our Marketing strategy targets the Region of Waterloo, the GTA, Hamilton Region, Niagara Region and London.
- Increased brand awareness, as well as brand inclusion with our marketing strategies which can be customized to suit your promotional goals
- Since 2016 Gift of lights attendance has increased year over year. It continues to grow annually, and we forecast over 100,000 visitors this season.
- We are forecasting more than 30,000 visitors to Jingle Bell Rock in its inaugural season.
- Our new Jingle Bell Rock activation will provide customized logos on our 40' tree and 200' bannering of lights and the ability to have in person activations
- In addition, your sponsorship allows Bingemans to give back to the local community by donating a portion of every vehicle admission to The Grand River Hospital Foundation

LEVEL OF SPONSORSHIP	PLATINUM PRESENT SPONSOR \$10,000	5 GOLDEN RINGS SPONSOR \$7,500	SILVER SLEIGH SPONSOR \$5,000	SNOWMAN SPONSOR \$2,500
Industry Exclusive JBR & GOL	✓			
Mention in all radio commercials	✓			
Sponsor of Light Tunnel in GOL	✓			
Banner Ad on Website	✓	✓		
Opportunity to provide onsite activation at JBR or GOL	✓	✓		
One colour Logo on 40' RGB Tree <i>and</i> Fenceline in JBR	✓			
One colour Logo on 40' RGB Tree <i>or</i> Fenceline in JBR		✓		
E-Ticket logo inclusion (your logo included on online ticket)	✓	✓		
Bingemans Eblast Inclusion	✓	✓	✓	
Commercial inhouse GOL Radio	✓	✓	✓	
Sponsor of 1 light display in GOL	✓	✓	✓	✓
Logo on GOL & JBR Website (150,000 page views)	✓	✓	✓	✓
Mention in Social Posts (minimum organic reach of 40,000 followers)	✓ 100%	✓ 50%	✓ 25%	✓ 10%
Passes for VIP Night	50	25	15	10
General Any Day Passes to GOL and JBR	100	50	35	15

For all sponsorship inquiries, please contact Michelle Playfair at 519-744-1231 ext. 2262 or mplayfair@bingemans.com

DESIRED SPONSORSHIP LEVEL:

PLATINUM PRESENT

5 GOLDEN RINGS

SILVER SLEIGH

SNOWMAN

SPONSOR COMPANY (PLEASE PRINT)

SPONSOR NAME (PLEASE PRINT)

DATE (PLEASE PRINT)

SPONSOR SIGNATURE