

Gift of Lights

November 21 to January 4, 2026

SPONSORSHIP OPPORTUNITY

THE REGION'S MOST SPECTACULAR LIGHT ATTRACTION!



Gift of Lights is a curated drive thru experience that delights all who experience the magic! With over 300 animated and static light displays to behold, the wonder and beauty is enjoyed from the comfort of your own vehicle. The immersive attraction is enhanced by the holiday classics on Gift of Lights radio. Featuring a 40' high RGB twinkly tree, awe-inspiring Instagram worthy holiday displays including multiple tunnels, designed for pictures and memory making, Gift of Lights is a holiday tradition for all.

Gift of Lights is proud to host the incredibly popular "Walk Only Nights" in partnership with charitable organizations, Grand River Hospital Foundation, Food Bank of Waterloo Region, Family and Childrens Services of the Waterloo Region and Kidsability. This year we have added 2 more Walk Nights due to popular demand.

To date over 135,000 vehicles including cars, limos and buses have experienced this wonderful holiday event.

FOR MORE INFORMATION VISIT GIFTOFLIGHTS.CA

GIFTOFLIGHTS@BINGEMANS.COM | 519-744-1555

425 BINGEMANS CENTRE DRIVE, KITCHENER, ON N2B 3X7



SPONSORSHIP HIGHLIGHTS

- Partner with the largest holiday season activation in the Waterloo Region
- With over 8 successful seasons, Gift of Lights is a highly recognized brand
- Marketing targets GTA, Hamilton, Niagara, London in addition to the Waterloo Region
- Increased brand awareness and brand inclusion to suit your promotional goals
- Attendance to Gift of Lights has increased year over year, with 2024 attendance forecasted at 120,000 visitors
- 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.

SPONSORSHIP LEVEL	PLATINUM PRESENT	5 GOLDEN RINGS	SILVER SLEIGH	SNOWMAN
	\$10,000	\$5000	\$2500	\$1000
Industry Exclusivity	X			
Mention in all radio commercials	X			
Banner Ad on Website	X			
Logo included on digital checkout for all tickets	X			
Sponsor of Light Tunnel	X	X		
Opportunity to provide onsite activation	X	X		
Commercial on Gift of Lights Radio	X	X	X	
Logo placement on inhouse Bingemans digital displays	X	X	X	
Bingeman's E-blast inclusion	X	X	X	X
Sponsor of 1 light display	X	X	X	X
Logo on GOL website (150,000 page views)	X	X	X	X
Social media mention (min. organic reach of 40000)	10	5	2	1
Passes for VIP Night	50	25	15	10
General Any Day PASSES *Date restrictions apply	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