



Gift of Lights

SPONSORSHIP OPPORTUNITIES

THE REGION'S MOST SPECTACULAR LIGHT ATTRACTION!

NOVEMBER 20, 2026 - JANUARY 2, 2027

WHY PARTNER WITH GIFT OF LIGHTS?

Your brand becomes part of the experience—not just the backdrop.

Your brand becomes part of a cherished holiday tradition. Gift of Lights is a curated drive thru experience that delights all who experience the magic with over 300 animated and static light displays, immersive tunnels, a 40' high RGB tree, and holiday classics on Gift of Lights Radio. Unlike traditional sponsorships, Bingemans offers a one-of-a-kind, highly visual environment where your brand connects with guests in a meaningful and memorable way.



OVER 100,000 GUESTS

forecasted to experience Gift of Lights in 2026



6+ WEEKS OF EXPOSURE

November 20, 2026 to January 2, 2027



HIGHLY ENGAGED AUDIENCE

Families, couples, friends, corporate groups and holiday experience seekers



REPEAT VISITATION

Guests return year after year making Gift of Lights a beloved holiday tradition



AUDIENCE & REACH

- Families, young adults, social groups
- Corporate teams & organizations
- Local community and visitor markets
- Marketing reaches Waterloo Region, GTA, Hamilton, Niagara, London and beyond
- Strong repeat visitation



WHAT YOU GET

- High-traffic, highly visibility
- Face-to-face engagement with in-vehicle guests
- Product sampling and activation opportunities
- Digital, social and email exposure
- Client and employee ticket opportunities
- Meaningful community connection



SPONSORSHIP OPPORTUNITIES



PLATINUM PRESENT

STARTING AT \$10,000

- Industry exclusivity
- Premium brand integration
- Sponsor of a light tunnel
- Onsite activation opportunities
- Full marketing inclusion (radio, digital, social, email)
- VIP & General Admission passes



5 GOLDEN RINGS

STARTING AT \$5,000

- Sponsor of a light tunnel or feature display
- Onsite activation opportunity
- Radio and digital exposure
- Social media mentions
- VIP & General Admission passes



SILVER SLEIGH

STARTING AT \$2,500

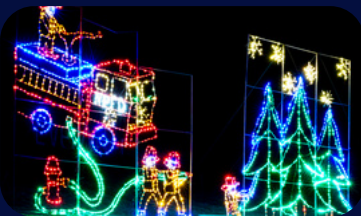
- Onsite presence
- Radio mention
- Logo on website and digital displays
- Social media feature
- VIP & General Admission passes



SNOWMAN

STARTING AT \$1000/DAY

- Logo on website
- Inclusion in e-blasts
- Sponsor of a light display
- Social media mention
- General Admission passes



GIVING BACK

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



LET'S PARTNER

MARKETING@BINGEMANS.COM



CHOOSE HOW YOUR BRAND SHINES

COMPARE SPONSORSHIP LEVELS

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 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



A BRIGHTER COMMUNITY

GIFT OF LIGHTS IS PROUD TO HOST POPULAR "WALK ONLY NIGHTS" IN PARTNERSHIP WITH LOCAL CHARITABLE ORGANIZATIONS, SUPPORTING THE WATERLOO REGION COMMUNITY

FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT:

MICHELLE PLAYFAIR

519-744-1231 EXT 2262

MPLAYFAIR@BINGEMANS.COM