

# CITY OF MEDFORD

## WINTER LIGHTS FESTIVAL SPONSORSHIP OPPORTUNITIES



PLAYMEDFORD.COM

### EVENTS

**BREAKFAST WITH SANTA:** A time for the general public to enjoy a FREE delicious hot breakfast with Jolly old Saint Nicholas! Participants receive photo opportunities with Santa, kids' holiday craft and of course a yummy breakfast.

FIRST SATURDAY OF DECEMBER 9AM-10:45PM  
SANTO COMMUNITY CENTER 300+ ATTENDANCE

**CANDY CANE HUNT:** The Candy Cane Hunt is the official annual kick-off event of the Winter Lights Festival evening. Special prizes are awarded in each age group for finding those specially marked candy canes. The hunt is conducted on the lawn at Pear Blossom Park.

FIRST SATURDAY OF DECEMBER 4:30PM  
PEAR BLOSSOM PARK 1,500+ ATTENDANCE

**WINTER LIGHTS FESTIVAL:** The City of Medford Winter Lights Festival is the official start to the holiday season. A special event program is planned including photos with Santa, coloring contest, live stage performances, candy cane hunt, booths and activities for the whole family!

FIRST SATURDAY OF DECEMBER 3:30PM-7:30PM  
PEAR BLOSSOM PARK 1,500+ ATTENDANCE

**MAKE IT PERSONAL:** Make your sponsor recognition evening one to remember — for the customers too. Take this unique opportunity to connect with the crowd and make their experience even better. They will remember you!

### SPONSOR BENEFIT HIGHLIGHTS

**SITE SIGNAGE:** Colorful banners and site signage will provide visibility for your company name and logo.

**ON-STAGE RECOGNITION:** Your company's support of this event will be recognized from the stage during your featured event.

**WEB & SOCIAL MEDIA:** Sponsors may have their logo with hyperlink posted on the Medford Parks and Recreation websites, as well as included in social media posts promoting the Winter Lights Festival.

**CONNECTING WITH TARGET MARKETS:** Sponsors will have the opportunity to have a booth at the venue where they can connect one-on-one with the audience making a positive impression on attendees.

**PARKS & RECREATION PROGRAM GUIDE:** Our recreation guide is mailed to every household in Medford. Sponsors may have their ads in each edition. Advertisements are included for indicated levels.

**YEAR-ROUND ADVERTISING:** Sponsor The Winter Lights Festival and receive valuable year round facility & print advertising.

	BREAKFASTS WITH SANTA		WINTER LIGHTS SPONSOR			
	Title Sponsor	Presenting Sponsor	Title Sponsor	Presenting Sponsor	Candy Cane Hunt Sponsor	Sponsor/ Exhibitor
	\$1,000	\$500	\$10,000	\$5,000	\$1,000	\$500
Site Signage	Prominent Banner Placement	Banner at Event	Prominent Banner Placement	Banner at Event	Banner at Event	Banner at Event
Public Promotion	Prominent Mention	Mention	Prominent Mention	Mention	Mention	Mention
Posters	Prominent Logo Placement	TBD	Prominent Placement	Logo	Logo	TBD
Target Market - Site Presents	Prominent Event Booth	Event Booth/ table	Prominent Event Booth	Event Booth/ table	Event Booth/ table	Event Booth/ Table
Parks & Rec Program Guide	Logo as Event Sponsor	TBD	Logo as Event Sponsor	TBD	TBD	TBD
Promotional Materials	Prominent Logo Placement	Name / Logo	Prominent Logo Placement	Name / Logo	Name/Logo	TBD
Banners at USCCP (1 year)	One 3.5' x 12' Banner	One 3.5' x 12' Banner	Ten 3.5' x 12' Banners	Five 3.5' x 12' Banners	One 3.5' x 12' Banner	One 3.5' x 12' Banner
Santo Gym Banner (1 year)			Two 4' x 8' Banners	One 4' x 8' Banner		
Parks & Rec Program Guide Ad	Annual 1/4 Page Ad or \$633 in ad credit	Single Issue 1/4 Page Ad or \$281 in ad credit	Annual 1/2 Page Ad or \$1,266 in ad credit	Annual 1/4 Page Ad or \$633 in ad credit	Annual 1/4 Page Ad or \$633 in ad credit	Single Issue 1/4 Page Ad or \$281 in ad credit
Other Recognition	Tell us how you want your business to be recognized					