



2016 Sponsorship Opportunities



Who attends?

- Majority adults 30-49 and adults 65+
- 39% male 61% female
- Household incomes of \$50,000+
- 31% couples with children 25% couples with no children
- 61% local, 39% non local (over 40 km away)
- 26,000 visits, each person visiting an average of 4 times

*Source: 2013 Economic Impact Study





Snowflake Sponsorship

- An 8.5" x 5" sponsor sign featuring your business or family name on a Festival display

Total Investment: \$100





Reindeer Sponsorship

- An 8.5" x 11" sponsor sign with featuring your business or family name on a Festival display
- Your logo or name on the sponsor page at www.osfestivaloflights.com

Total Investment: \$250





Frosty Sponsorship

- A 8.5" x 11" sponsor sign with featuring your business or family name on a Festival display
- Your logo or name on the sponsor page at www.osfestivaloflights.com
- A link to your website from www.osfestivaloflights.com
- A listing on the sponsor sign featured at the Harrison Park kiosk

Total Investment: \$500





Elf Sponsorship

- Your choice of medium sized Festival display
- A 18" x 24" sponsor sign with featuring your logo
- Your logo on the sponsor page at www.osfestivaloflights.com
- A link to your website at www.osfestivaloflights.com
- A listing on the sponsor sign featured at the Harrison Park kiosk
- Minimum of 2 social media posts per week during the festival
- Logo on the Owen Sound Festival of Northern Lights poster

Total Investment: \$1,500

Open to 3 sponsors





Title Sponsorship

- Your choice of large Festival display or an opportunity to provide your own display (subject to board approval)
- A 24" x 24" sponsor sign featuring your logo
- Your logo on the sponsor page at www.osfestivaloflights.com
- A link to your website at www.osfestivaloflights.com
- Press release naming you as the Title Sponsor
- Logo and recognition on the sponsor sign featured at the Harrison Park kiosk
- Minimum of 2 social media posts a week throughout the Festival
- Your logo on all promotional materials
- Name mentions on all radio advertising
- Logo on all print advertising
- Special recognition during Opening Night Ceremonies
- Signage opportunities during the Festival

Total Investment: \$5,000

Open to 1 Sponsor

