1. FRONT PAGE:

Please keep all the wording the same:

A LIGHTS TO MUSIC SPECTACULAR

MILLIONS OF LIGHTS SYNCHRONIZED TO YOUR FAVOURITE HOLIDAY TUNES

* CHANGE LOGO TO “HOLIDAY NIGHTS OF LIGHTS”
* CHANGE DATES TO: DECEMBER 1, 2023 – JANUARY 7, 2024

ASSEMBLY PARK | 80 INTERCHANGE WAY, VAUGHAN

1. ABOUT US:

Holiday Nights of Lights is an immersive walk-through experience like none other, featuring more than 1.5 million LED lights animated and synchronized to everyone’s favourite Holiday tunes.

Back for a fourth year at *Assembly Park*, the event will be bigger and brighter with new displays and interactive activities! Patrons will have the opportunity to experience walking through giant ornaments, animated tunnels and much more.

Upon exiting the light show, guests will enter the Market portion featuring a winter fair, and a nighttime hotspot all rolled into one distinct holiday tradition that the entire family can enjoy outdoors!

This year, *Holiday Nights of Lights* will operate from December 1st to January 7th (Thursday to Sunday) and open daily from December 21st to January 7th. Open 5pm to 11pm.

1. FEATURES:

* NIGHTS OF LIGHTS WALKTHROUG: Light show and display synchronized to everyone’s favourite Holiday tunes.
* MARKET: A truly fun place to shop, while taking in the unique outdoor winter fair experience with rides and activities to enjoy for the entire family. Grab a hot beverage, yummy food, and shop for gifts and unique products from local vendors.
* MIDWAY: It would not be a fair without a midway complete with everyone’s favourite amusement rides – for kids and those young at heart!
* SANTA’S DEN: Children and adults alike love having their photo taken with jolly old St. Nick in this unique outdoor setting.
* BLIZZARD BAR: Guests can enjoy a mulled wine or warm up with a hot chocolate.
* FIRESIDE LOUNGE: Relax by a wood fire soaking up the festive atmosphere.

1. THE CHARITY: Epilepsy Toronto

For over 60 years now, Epilepsy Toronto has been the place where Torontonians living with epilepsy can learn more about their condition, get the help they need and be a part of a family of caring and supporting people. Epilepsy Toronto prioritizes individual needs, the importance of living as independently as possible and the benefits of community engagement. Our program addresses all aspects of epilepsy from the first diagnosis of a child, to the struggles that young people face, to adult needs such as employment and relationships.

To learn more, please visit: epilepsytoronto.org

1. AUDIENCE

*Holiday Nights of Lights* has broad demographic appeal and is projecting upwards of 100,000 guests over the course of the event. This event is back for its 4th year after a successfully SOLD OUT run in 2020, 2021, and 2022!

TARGET DEMOGRAPHIC

Families with Children 2-12 years old

Young Adults 18-25

Females 25-55

1. VENDOR OPPORTUNITIES

1 - NON-FOOD VENDORS

$2,800 + HST

* 1 (10x10) covered outdoor tent
* 1 basic electrical outlet
* 1 heater
* Highlight on social media pages

2 – FOOD VENDOR TENTS

* 1 (10x10) covered outdoor tent
* 1 basic electrical outlet
* 1 heater
* Highlight on social media pages

3 – FOOD TRUCKS

* 1 (10x20) Spot
* 1 electrical outlet
* Highlight on social media pages

4 – SPONSORS

* 1 (10x10 or 10x20) covered outdoor tent
* 1 basic electrical outlet
* 1 heater
* Roaming and sampling rights
* Highlight on social media pages
* Sponsor recognition and listed as a sponsor on advertising and promotional materials
* Product placement or naming right of specific areas/attraction areas at the event

1. SPONSORSHIP OPPORTUNITIES

Official Sponsor Logo Recognition:

Your logo will be included on the official Holiday Nights of Lights 2023 sponsor banner and website

Advertising and Promotion:

Your logo will be included on all print media and all other advertising, where applicable

Category Exclusivity:

Exclusivity in your product category

Roaming and Sampling:

Opportunity to promote throughout the event and sample at your booth

Activation Booth Space:

10x10 or 10x20 space onsite to promote your brand

Sponsorship Opportunities:

* 50’ Christmas Tree ($30,000 Sponsorship)
* Presenting Sponsor for Holiday Nights of Lights ($25,000)
* Presenting Sponsor for Market ($10,000)
* Blizzard Bar, Santa’s Den, Fireside Lounge Sponsors ($5,000)
* Your Custom Logo designed as an LED display as part of the Holiday Nights of Lights Show, TBD for early bird sponsor ($5,000)

1. INTERESTED IN GETTING INVOLVED?

Our team is committed to maximizing your company’s brand awareness and bringing your sponsorship to life in a way that presents the creativity and enthusiasm of *Holiday Nights of Lights*.

If you are interested in bring a part of this special holiday event or would like to speak to someone about these or other available sponsorship opportunities, please contact: info@nightsoflights.ca