

**A LIGHTS TO MUSIC SPECTACULAR**  
**MILLIONS OF LIGHTS SYNCHORNIZED TO YOUR FAVORITE HOLIDAY TUNES**

*Holiday*  
**NIGHTS**  
**OF LIGHTS**  
&  
*Mistletoe Market*

**NOVEMBER 24 - JANUARY 7**  
**ASSEMBLY PARK | 80 Interchange Way, Vaughan**



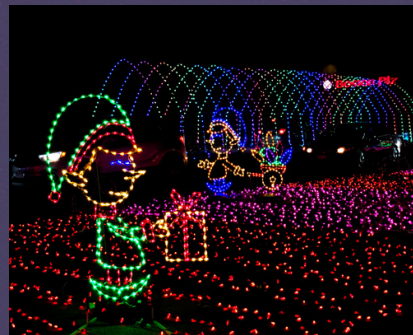
# ABOUT US

## Holiday Nights of Lights

*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 the third 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 Mistletoe Market featuring a winter fair, and a nighttime hotspot all rolled into one distinct holiday tradition.



This year, *Holiday Nights of Lights* will operate from **November 24th to December 18th** (Wednesday to Friday) and **December 21st to January 7th** (Daily).

Open 5pm to 11pm.



# FEATURES

## *Nights of Lights Walkthrough*

Light Show and Display synchronized to everyone's favourite Holiday tunes.



## *Mistletoe Market*

A truly fun place to shop, while taking in the unique outdoor winter fair experience.

## *Midway*

It wouldn't be a fair without a midway complete with everyone's favourite amusement ride, the Carousel!



## *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.



# 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 programs address 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](http://epilepsytoronto.org)





# 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 3rd year after a successfully **SOLD OUT** run in 2020 and 2021.

# TARGET DEMOGRAPHIC

Families with  
Children 2-12  
Years old

Young  
Adults  
18-25

Females  
25-55



# VENDOR OPPORTUNITIES

## NON-FOOD VENDORS

1

**\$2,800 + HST**

- 1 (10x10) Covered outdoor tent
- 1 Electrical outlet
- 1 Heater
- Highlight on social media pages

## FOOD VENDOR TENTS

2

**\$4,000 + HST**

- 1 (10x10) Covered outdoor tent
- 1 Electrical outlet
- 1 Heater
- Highlight on social media pages

## FOOD TRUCKS

3

**\$6,000 + HST**

- 1 (10x20) Spot
- 1 Electrical outlet
- Highlight on social media pages

## SPONSOR

4

**\$5,000+**

- 10x20 Booth
- 1 Electrical outlet
- 1 Heater
- Roaming and sampling rights
- Listing on website
- Highlight on social media pages
- Sponsor recognition and listed on advertising and promotional materials
- Product placement or naming rights of specific areas



# SPONSOR OPPORTUNITIES

## Official Sponsor Logo Recognition

Your logo will be included on the official Holiday Nights of Lights 2022 sponsor banner and website

## Advertising and Promotion

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

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 Mistletoe Market (\$10,000)
- Blizzard Bar, Santa's Den, Fireside Lounge Sponsor (\$5,000)
- Your Custom Logo Designed as an LED Display as part of the Holiday Nights of Lights Show (\$5000)





# Holiday NIGHTS OF LIGHTS

## 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 best presents the creativity and enthusiasm of *Holiday Nights of Lights*.

If you're interested in being part of this special holiday event or would like to speak to someone about these or other sponsorship opportunities available, please contact:

[info@nightsoflights.ca](mailto:info@nightsoflights.ca)

