

A LIGHTS TO MUSIC SPECTACULAR

**MILLIONS OF LIGHTS SYNCHRONIZED
TO YOUR FAVOURITE HOLIDAY TUNES**

Holiday
NIGHTS OF LIGHTS

DECEMBER 1, 2023 – JANUARY 7, 2024

ASSEMBLY PARK | 80 INTERCHANGE WAY, VAUGHAN

ABOUT 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 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 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.



FEATURES



NIGHTS OF LIGHTS WALKTHROUGH

Light show and display synchronized to everyone's favourite holiday tunes.



MARKET

A truly fun place to shop and discover unique gifts and products from local vendors in a festive setting.



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

Step into Santa's Den, and Immerse yourself in the enchanting atmosphere perfect for capturing cherished photos and immersing yourself in the joy of the season.



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.



PHOTO OP'S

A winter wonderland filled with enchanting holiday photo op's and a magical atmosphere for you to snap all the fun selfies and photos with family and friends.





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

AUDIENCE

Holiday Nights of Lights has broad demographic appeal and is projecting upwards of 90,000 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

60%

Families with children
2-12 y.o

32%

Young adults
18-25 y.o



Females
25-55 y.o



WHY EXHIBIT?

Discover a powerful format to connect with qualified consumers, enabling you to generate more meaningful leads than ever before. In a digital landscape filled with noise and distractions, it's crucial to make your brand's voice heard.

Connect with your customers in person and create lasting bonds during a nostalgic period, fostering deep connections that evoke warm memories and sentimental experiences.

VENDOR OPPORTUNITIES

NON-FOOD VENDORS

\$2,800 + HST

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

FOOD VENDOR TENTS

\$4,000 + HST

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

FOOD TRUCKS

\$6,000 + HST

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

SPONSORSHIP OPPORTUNITIES

50' CHRISTMAS TREE SPONSOR

\$30,000

- Exclusive sponsor for the custom 50' Christmas Tree
- Participate in the full tree lighting ceremony with media invited
- Included on onsite sponsor signage
- Mentioned as the exclusive sponsor of the 50' Christmas Tree on all relevant marketing, advertising, and promotional materials

PRESENTING EVENT SPONSOR

\$25,000

- Naming rights as the exclusive presenting sponsor for Holiday Nights of Lights
- Included on onsite sponsor signage
- Mentioned as presenting sponsor on all marketing, advertising, and promotional materials

PRESENTING MARKET SPONSOR

\$10,000

- Naming rights as the exclusive Presenting Market Sponsor
- Included on onsite sponsor signage
- Mentioned as Presenting Market Sponsor on all relevant marketing, advertising, and promotional materials

ATTRACTION/ AREA SPONSORS

\$5,000

- Naming rights as the sponsor for the Blizzard Bar, Santa's Den, or Fireside Lounge
- Included on onsite sponsor signage
- Mentioned as a sponsor on all relevant marketing, advertising, and promotional materials

CUSTOM LIGHT DISPLAY SPONSOR

\$5000

- Your custom logo designed as an LED display and displayed as part of the Holiday Nights of Lights show
- Included on onsite sponsor signage
- Mentioned as a sponsor on all relevant marketing, advertising, and promotional materials

SPONSORSHIP BENEFITS

- Official Sponsor Logo Recognition
- Advertising and Promotion
- Category Exclusivity
- Roaming and Sampling
- Activation Booth Space

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 being 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

NIGHTS OF LIGHTS

