



FESTILUMI

**SPONSORSHIP
OPPORTUNITIES**





FESTILUMI

Brought to you by the creators of Cavalia, a world renowned entertainment company that creates, produces and markets large-scale live shows and events.

A MAGICAL ADVENTURE WORLDWIDE!



TRACK RECORD OF LARGE SCALE EVENT PRODUCTIONS ACROSS **106** MARKETS & **70+ CITIES**



VOTED **ATTRACTION OF THE YEAR** THREE TIMES ACROSS TWO MAJOR MARKETS



ACCLAIMED BY MORE THAN **10 MILLION** SPECTATORS ACROSS THE WORLD

NORMAND LATOURELLE

Normand Latourelle and his creative team are world-renowned for the production and artistic direction of large-scale multidisciplinary productions, combining live music, acrobatics, dance, special effects, multimedia effects and large-scale scenography.

A visionary in constant pursuit of innovation, Normand co-founder of Cirque du Soleil, is renowned for combining different forms of artistic expression and reinventing the stage.

Mr. Latourelle is the creator and artistic director of two touring shows, Cavalia and Odysseo, which are the two largest productions of their kind in the world. For decades, his creations have been acclaimed by millions of spectators worldwide.

To date, more than 3 million visitors have marveled at illumi - Dazzling world of lights since its creation in 2019. The world's largest multimedia, sound and light event has also been presented in Toronto, since fall 2022 and in Singapore in 2024.



FESTILUMI

Festilumi is a magical and captivating nocturnal journey brought to life through imaginative light sculptures. Millions of LED bulbs illuminate fantastical scenes, creating a unique immersive universe. Originally created in Quebec, Canada.

Festilumi is an illuminated and grandiose nocturnal adventure for visitors of all ages.

Festilumi offers a luminous and whimsical journey through monumental sculptures, a mesmerizing sound and light show and a festive village.

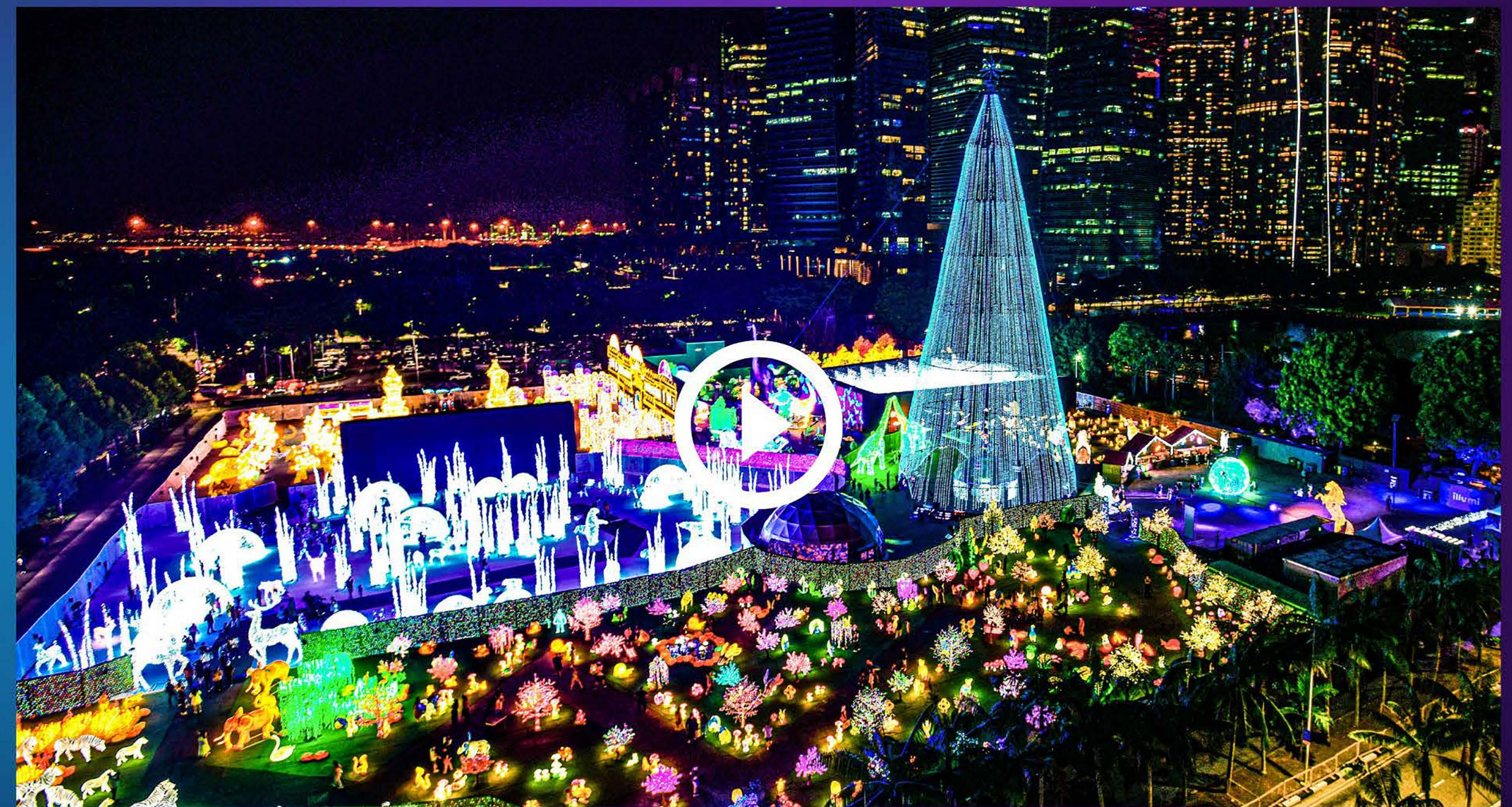
Festilumi is home of the world's tallest tree of lights.

Festilumi is the not-to-be-missed event of the year, initiating a brand-new family tradition across the world.

Coming to Hong Kong
Starting in November



FESTILUMI AT A GANCE



SINGAPORE
2024-2025

FESTILUMI



3,000,000+

Visitors



30,500,000+

Impressions on
illumi.com



452,116

Followers
(newsletter and social media)



4,6 stars
on Google



**THE BIGGEST
EVENT**

Sound, light
and multimedia
on the planet



30,000

Structures



20M

LED Bulbs



**Voted tourism
attraction of the
year**

HIGHLIGHTS

VISITOR SATISFACTION



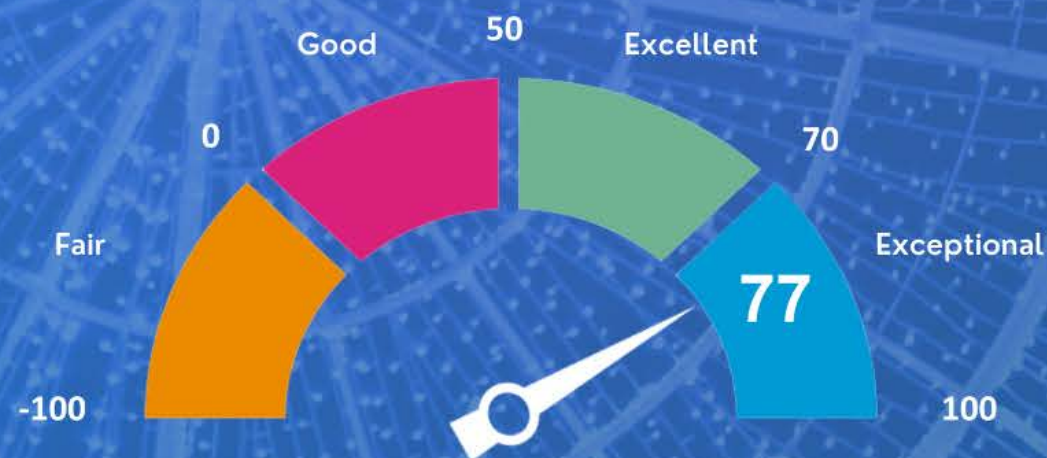
96%

High
appreciation of the
experience



NPS SCORE

Exceptional



NPS (Net Promoter Score) is an indicator used to determine the propensity of customers ready to recommend a brand, a product or even a service. The rating is expressed on a scale of -100 to +100. The industry average is 50.



★★★★★ 4.6/5 on Google

"Sometimes magical, sometimes festive, sometimes a world for children, even an adult falls back into childhood. A must see."

"A very nice family outing that I highly recommend."

"It's huge, for all tastes, and we're amazed. Awesome concept. Very nice activity!"

"Magical, fantastic and beautiful! Beyond our expectations!"

"Illumi in two words that speak volumes: MAGISTRAL and DAZZLING!"

"A magical place that shed light on this dark period that we are going through."

"The lights, the music, the chosen atmospheres delighted us.
The experience exceeded our expectations. I recommend it!"

"One of the most beautiful and fantastic places!
We are visiting illumi for the second year. Pleasure guaranteed!"

"This place is magical! A moment of pure pleasure with my daughter. It's really sublime, to discover!"

ILLUMI'S MEDIA CAMPAIGN

Feb 26, 2021, 06:26pm EST | 1 689 views

Normand Latourelle Lights Up Montreal With Dynamic Show 'Illumi'



Robin Raven Contributor 12
Travel
I cover vegan travel, plant-based dining, and Disney adventures.

Normand Latourelle is known around the world for his lavish, innovative, and large-scale productions. As one of the original co-founders of *Cirque du Soleil*, he is an innovator who doesn't see traditional limits to entertainment. His productions often combine live music, dynamic special effects, wow-worthy acrobatics, graceful dance, special effects, and cutting-edge multimedia and projections. His current creation, *Illumi - A Dazzling World of Lights*, has been experienced by more than a million visitors since its debut in Montreal in 2019. We spoke with him about his latest production and his career as a producer, creator, and artistic director.



Normand Latourelle NORMAND LATOURELLE

S'émerveiller en voiture à «Illumi Féerie de lumières»



PARTAGEZ SUR FACEBOOK



PARTAGEZ SUR TWITTER



AUTRES

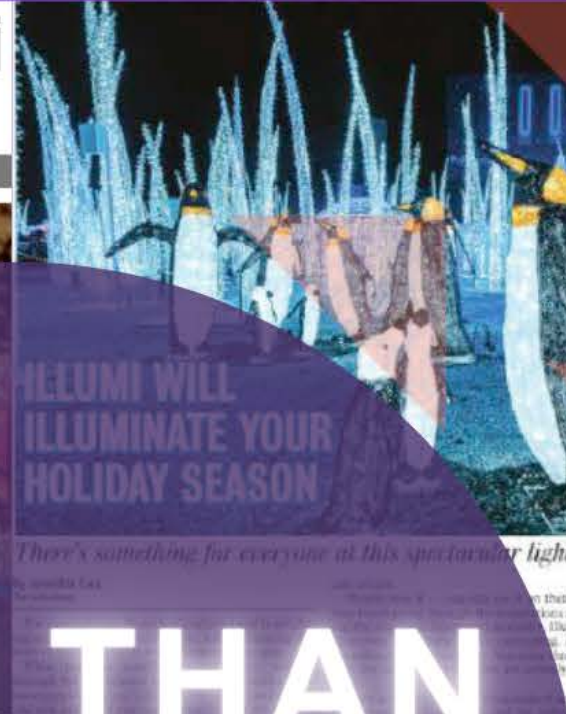


MARIE-JOSÉE R. ROY

Saméd, 3 novembre 2020 04:00
MISE À JOUR Saméd, 7 novembre 2020 04:00

Éblouissant!

De retour à Laval sur une très belle nuit, nous sommes prêts de nous en mettre plein la vue... et de nous plonger dans l'ambiance des Fêtes. Au programme de cette spectaculaire aventure nocturne, 17 tables composées de 30 000 structures lumineuses, à découvrir tout le long du parcours de trois kilomètres, qu'on peut effectuer à pied, en petit train ou en voiture. Une sortie magique qui séduira autant les grands-parents que les petits-enfants! Comme l'accès est très limité afin de respecter les mesures de distanciation, mieux vaut réserver ses billets sans tarder. Info et billetterie en ligne: illumi.com



MORE THAN
560 MILLION
MEDIA REACH
IN MONTREAL

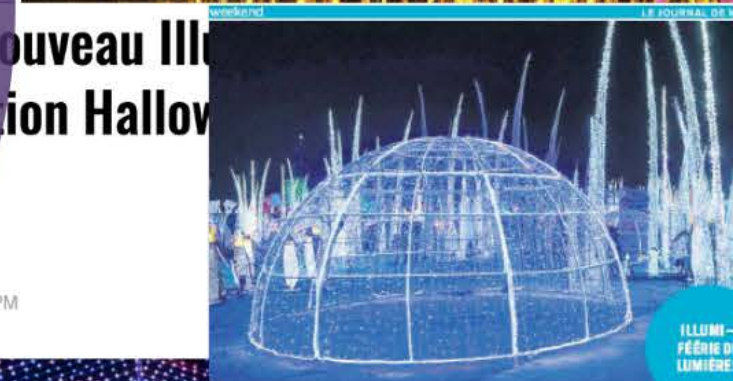
2e édition: plus de 450 000 visiteurs à «Illumi - Féerie de lumières»



PARTAGEZ SUR FACEBOOK



PARTAGEZ SUR TWITTER



S'émerveiller en vo

La réjouissances l'an dernier, les mille couleurs scintillantes d'Illumi - Féerie de lumières agissent comme un sursis sur nos cœurs confinés en cette période morose. Les possibilités créatives familiales sont plutôt minces, repiquez le volant et préparez-vous : vos yeux émerveillés ne sauront plus où regarder devant tant de beauté!

MARIE-JOSÉE R. ROY

Le Boulevard en folie

Cette deuxième édition d'Illumi a été

un succès. Le spectacle a été

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DEMOGRAPHIC

WEB TRAFFIC

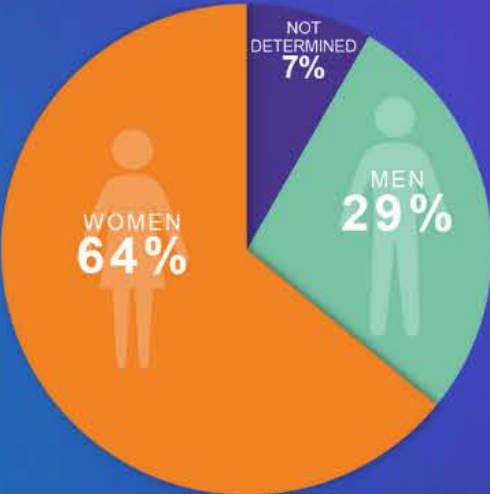


41,057,041

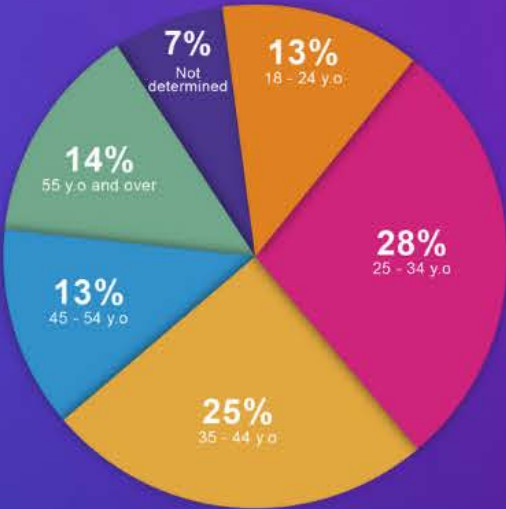
Impressions

PROFILE

GENDER



AGE GROUP



FAMILIES



COUPLES



MILLENNIALS



SENIORS



TOURISTS



COMPANIES



INTERACTIVE CONTENT GENERATOR

More active than ever on social networks

The Festilumi experience is designed to make visitors of all ages feel immersed in unique, grand and enchanting settings.

The innovative installations are omnipresent throughout the event and are conducive to sharing photos and videos on Facebook and Instagram.

A robust promotional campaign was deployed to highlight Festilumi on various web platforms

**ILLUMI - COUNTLESS PHOTOS AND
VIDEOS SHARED ON SOCIAL NETWORKS**

452 116



89 000
FOLLOWERS



332 994
SUBSCRIBERS



26 200
FOLLOWERS





THE ENCHANTED FOREST





PUPPIES & KITTIES





WALL OF LIGHTS





THE INFINITE POLES





THE ENCHANTED MAPLES





THE JURASSIC KINGDOM





FESTILUMI TREE OF LIGHTS





TUNNEL OF COLOURS



Festilumi and the eco-responsability



CLEAN ENERGY CONSUMPTION

Festilumi prefers clean energy to fossil fuel generators, even though the latter are widely used in industry.



CLEAN TECHNOLOGY

Festilumi uses LED (light-emitting diode) technology for its installations, an extremely energy-efficient and environmentally-friendly technology.



ECO-RESPONSIBLE PARTNERSHIPS

Festilumi promotes eco-responsible initiatives through partnerships with major companies.



PROMOTING PUBLIC TRANSIT

Festilumi encourages public transport and invites all visitors to access its site directly via the public transport network.



RECYCLING

Festilumi installs and displays recycling containers for visitors all along its route.



ECO-RESPONSIBLE SOLUTIONS

Festilumi provides visitors with a downloadable program rather than leaflets or other paper media to reduce their consumption on the site. Festilumi also promotes eco-responsible solutions in its offer of food concessions on the site, by promoting recyclable materials for dishes and other items.



TRAINING OF SPECIALIZED TECHNICIANS IN CLEAN TECHNOLOGIES

Th also trains specialized technicians and multimedia programmers working in clean technologies, who develop expertise in material that they can then put to the benefit not only of Festilumi, but of the industry.



RAVE REVIEWS!

In Singapore

"A high-tech nocturnal wonderland"

The Straits Times

"Digital dreamscapes!"

The Straits Times

"Escape to a sensory dreamland"

The Straits Times

**"The world's largest light, sound
and multimedia event!"**

CNA

"Shine bright like a diamond!"

Asia One

"So bright!"

Mothership Singapore

An aerial night photograph of a city, likely Hong Kong, featuring a large, illuminated circular structure in the center. The structure is surrounded by various light displays, including a large fountain of water jets on the right, a dense array of colorful lights on the left, and a large, illuminated dinosaur exhibit on the top right. The central circular structure is a large, illuminated sphere with a grid of lights, and the word "FESTILUMI" is written across it in large, white, sans-serif capital letters. Below the sphere, the text "COMING SOON TO HONG KONG" is written in smaller, white, sans-serif capital letters. The background shows the city's skyline with various buildings and lights.

FESTILUMI

COMING SOON
TO HONG KONG