

Hellertown-Lower Saucon Chamber and Mobile Technology Graphics present Hellertown's Holiday Kick-Off!

2020 Virtual Light Up Night Tree Lighting Ceremony, Lights in Morris J Dimmick Park Drive Through and Video Chat with Santa!

Friday, November 27th 7 pm: Facebook Tree Lighting Ceremony (Watch in the comfort of your home!)

Saturday, November 28th 6pm – 8 pm: Lights in Morris J. Dimmick Park 570 Durham Street

Sunday, November 29th 8:30 am – 12 pm: Video Chat with Santa

Audience: Light Up Night has now turned into a three-day holiday event with tons of opportunities to ensure the holiday season is extra jolly this year in Hellertown and Lower Saucon! Here is your opportunity to be a part of the change and the momentum happening in our area, especially during these challenging times. We at the Hellertown-Lower Saucon Chamber are very excited to bring to our community something we all need right now – something to look forward to. We have turned lemons into lemonade and now have a three-day holiday weekend event to put people in the holiday spirit. Tune in on Friday, November 27th to our Facebook page at 7 pm for our annual Light Up Night Tree Lighting Ceremony, that is virtual just for this year. Hop in your car on Saturday the 28th between 6 pm- 8 pm to drive through Morris J. Dimmick Park to see Santa and other vendors that will be handing out goodies to you when you drive through. Finally, on Sunday the 29th, sign up to chat with Santa between the hours of 8:30 am – 12 pm.

As you can see, there is something for everyone! Calling all sponsors, put yourself in front of over 4,000 plus Hellertown, Lower Saucon and Lehigh Valley residents and their families. Be a part of the tradition! *Business exposure to over 10,000 people through our marketing efforts!*

We are trying to spread the holiday joy and give the community something to look forward to, especially our children We'd love to have your support!

Note: The event on Saturday, Lights in Morris J. Dimmick Park is free to attend, but we are asking you to bring a non-perishable food items which will be donated to some of our local community organizations in need. The Hellertown-Lower Saucon Chamber will be collecting these items at their tent on the route.

Available Sponsorship Opportunities:

Presenting Sponsor: SOLD: Mobile Technology Graphics

- ~~Prominent recognition as the Presenting Sponsor on BOTH the Tree Lighting & Lights in Morris J Dimmick Park posters~~
- ~~Company/Business name on the top of the poster — Presented by _____~~
- ~~Highest prominence recognition as Presenting Sponsor on promotional materials~~
- ~~Recognition as Presenting Sponsor over the public address system during the Tree Lighting Video~~
- ~~Your logo on the big screen during Saturday's event~~
- ~~Business/Company mention in the press release as the Presenting Sponsor~~
- ~~Business/Company logo on the big screen during the sponsor recognition loop~~
- ~~At least 8 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages~~
- ~~Your choice of one marketing material in the HLSC holiday bags~~
- ~~Ad in the Holiday Shopping Booklet~~

Toy Giveaway Sponsor:**\$1,000**

We will purchase the toys through a bulk company. We are looking a holiday gifts such as Snow Globe Slim, Peppermint Candy YoYos, Holiday Character Bendables, We typically see 700 plus kids!

- Recognition as the Toy Giveaway Sponsor during Saturday's drive through event; Lights in Morris J Dimmick Park
- Recognition as the Toy Giveaway Sponsor on promotional materials (including the press release that will be that will be sent out 3 times in total – before and after the event
- Logo included on Tree Lighting and Lights in Morris J Dimmick Park flyer
- Business/Company logo on the big screen on sponsor loop during Saturday's event
- Business/Company logo on all giveaways
- Opportunity to set up a table and hand out the toys to the kids as their parents drive through the park
- At least 3 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages
- Opportunity to be on the stage during the Tree Lighting Ceremony wearing your business apparel
 - More information to follow on this

Craft Kit Sponsor:**\$900**

We will purchase the kits at bulk, each will be individually packaged. We are looking are looking at Snowman Craft Stick Ornament Craft Kit, Candy Tree Ornament Craft Kit. The kids will be handed this kit and take home to do.

- Recognition as the Craft Kit Sponsor over the public address system during the event
- Recognition as the Craft Kit Sponsor on promotional materials (including the press release that will be that will be sent out 3 times in total – before and after the event
- Logo included with marketing of the event
- Business/Company logo on the big screen on loop during Saturday's Light in Morris J Dimmick Park event
- Business/Company on the Schedule of Events: Giveaway Provided by _____ or you provide enough business cards to be tapped to the kit
- Opportunity to set up a table and hand out the toys to the kids as their parents drive through the park
- At least 3 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages
- Opportunity to be on the stage during the Tree Lighting Ceremony wearing your business apparel
 - More information to follow on this

Hot Chocolate Kit Sponsor (Saturday 28th 6pm – 8pm): SOLD: Farmers Insurance – Wimbish Agency — \$800

- ~~Recognition as the Hot Chocolate Kid Sponsor~~
- ~~Logo/Name on the kit as the sponsor (The Chamber will put together the kits)~~
- ~~Recognition as the Hot Chocolate Kit Sponsor on promotional materials (including the press release that will be that will be sent out 3 times in total before and after the event)~~
- ~~At least 5 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages~~
- ~~Business/Company logo on the big screen during the sponsor recognition loop as the Hot Chocolate Kit Sponsor~~
- ~~Logo included on the event poster~~
- ~~Setup a vendor spot on the route handing out the kids~~
- ~~Business/Company banner displayed at your table~~
- ~~Opportunity to be on the stage during the Tree Lighting Ceremony wearing your business apparel~~
 - ~~More information to follow on this~~

Live Chat with Santa Presenting Sponsor: SOLD: David Heintzelman & Family \$800

On Sunday, November 29th 8:30 am—12 pm your banner will be displayed on the screen when families join in for a 5 minute live chat with Santa.

- ~~Recognition as the Live Chat with Santa Presenting Sponsor during the tree lighting video~~
- ~~Recognition as the Live Chat with Santa Presenting Sponsor on promotional materials (including the press release that will be that will be sent out 3 times in total—before and after the event~~
- ~~Logo included and naming rights on the Live Chat with Santa poster~~
- ~~Business Logo included on the sponsor loop during the Lights in Morris J. Dimmick Park on the big screen~~
- ~~Half page ad in the Holiday Shopping Booklet~~
- ~~Business/company logo included on the big screen during the Saturday, November 28th drive through event~~

Holiday Shopping Booklet Presenting Sponsor: SOLD: Designing Wealth Management of Raymond James \$700

We plan to print over 500 of these booklets and hand them out encouraging people to support local the entire month of December.

- ~~Recognition as the Holiday Shopping Booklet Sponsor during the tree lighting video~~
- ~~Recognition as the Holiday Shopping Booklet Sponsor on promotional materials (including the press release that will be that will be sent out 3 times in total—before and after the event~~
- ~~Logo included on the event posters~~
- ~~Business/Company ad in the booklet which will be handed out at the Hellertown-Lower Saucon Tent during the Drive Through on the 28th and used the entire month of December (local business will have the opportunity to put a coupon in this booklet to encourage people to shop local, shop small and support Hellertown & Lower Saucon Businesses)~~
- ~~Provided ad for the booklet and coupon if you'd like~~
- ~~Logo included on the big screen during the Saturday, November 28th drive through event~~
- ~~Opportunity to be on the stage during the Tree Lighting Ceremony wearing your business apparel~~
 - ~~More information to follow on this~~

Candy Cane Sponsor: \$500

- Recognition as the Candy Cane Sponsor during the Tree Lighting Ceremony
- Recognition as the Candy Cane Sponsor on promotional materials (including the press release that will be that will be sent out 3 times in total – before and after the event
- Logo included on the event posters
- Business/Company logo on the big screen during the sponsor recognition loop as this sponsor
- Business/Company logo on all candy canes handed out
 - If you provide the Candy Canes, we will put the stickers on all
- Opportunity to setup a vendor booth/handing out the candy canes to all cars that drive through
 - Business/Company logo on signage at the table
 - Business/Company banner displayed at your table
- At least 3 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages
- Opportunity to be on the stage during the Tree Lighting Ceremony wearing your business apparel
 - More information to follow on this

Informational Tent Sponsor:**\$400 Chamber Rate Only!**

This tent is the tent that hands out the shopping passport and other Chamber giveaways. This tent will also be collecting the nonperishable items for our local food bank.

- Recognition as the Informational Tent Sponsor during the Tree Lighting Video
- Recognition as the Informational Tent Sponsor on promotional materials (including the press release that will be that will be sent out 3 times in total – before and after the event)
- Logo included on the event posters
- Business/Company logo on the big screen during the sponsor recognition loop as this sponsor
- Business/Company logo on signage at the table
- Business/Company banner displayed at the table
- Opportunity to have a representative at the table collecting the nonperishable items
- Your choice of one marketing piece displayed at the table / hand out to the cars driving through

Hellertown Holiday Kick-Off Supporting Sponsor:**\$300**

- Recognition as Holiday Kick-Off Supporting Sponsor during the Tree Lighting Video
- Recognition as a Holiday Kick-Off Supporting Sponsor in the press release that will be that will be sent out 3 times in total – before and after the event
- Business/Company logo listed on the big screen; along with the other supporting sponsor during the sponsor big screen loop during Saturday's Drive Through event
- At least 2 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages

Decoration Sponsor:**\$125**

- Recognition as a Decoration Sponsor for the Saturday Lights in Morris J Dimmick Park Drive Through
- Business/Company logo on the big screen during Saturday's event; with the other Decoration Sponsors
- At least 2 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages

Coupon Sponsor in the December Shopping Booklet:**\$25**

We plan to print over 500 of these booklets and hand out at this event.

- Business coupon in the Holiday Shopping Booklets which will be handed out at the Chamber tent on Saturday, November 28th.
 - Please make deal available with this booklet valid until December 24th.
- This opportunity/coupon booklet encourages people to shop local, shop small and support your business in Hellertown & Lower Saucon for the holidays.
- ****This deal can be bundled with any of the other sponsors. If interested in sponsoring and this deal, please contact jessicao@lehighvalleychamber.org for details on a bundled reduced rate.****

Please let us know if we can count you in as a sponsor. If you have any other questions, please do not hesitate reaching out to Jessica O'Donnell at jessicao@lehighvalleychamber.org. Also, if you are interested in setting up a booth and handing out information and something for the kids, please contact Jessica.

Checks made payable to: Hellertown-Lower Saucon Chamber of Commerce: 881 3rd St. Suite B-10 Whitehall, PA 18052