

# Hellertown-Lower Saucon Chamber presents 2019 Light Up Night

Friday, November 29<sup>th</sup>, 2019 @ Dimmick Park: 570 Durham Street Hellertown

**Audience:** Light Up Night! Here's your opportunity to be a part of the change and the momentum happening in our area. Here's a great opportunity to put people in the holiday spirit! Come out for trolley rides, children activities, adult beverage bar, food, movies on the big screen, pictures with Santa and more – there is something for everyone! 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!*

*Free to attend, but we are asking you to bring non-perishable food items which will be donated to some of our local community organizations in need. Place under the tree, next to Santa's sleigh in the gift boxes.*

## **Available Sponsorship Opportunities:**

### **Presenting Sponsor: SOLD: Mobile Technology Graphics**

- ~~Prominent recognition as the Presenting Sponsor on the 2018 Light Up Night poster~~
- ~~Logo included on the Light Up Night Schedule of events~~
- ~~Company/Business name on the top of the poster — Presented by \_\_\_\_\_~~
- ~~Highest prominence recognition as Presenting Sponsor on promotional materials~~
- ~~Banner displayed (where all the events take place)~~
- ~~Recognition as Presenting Sponsor over the public address system~~
- ~~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 at the HLSC table where hot chocolate & cookies are handed out~~

### **Tractor Ride Sponsor (6pm – 9pm):**

**\$800 Chamber Rate | \$1,600 Non-Member Rate**

- Recognition as the Tractor Ride Sponsor and over the public address system
- Logo/Name on the Tractor as the sponsor of the ride
  - Provide a banner to be displayed on the shuttle
- Recognition as the Tractor 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 Trolley Sponsor
- Logo included on the Light Up Night Schedule of events

### **Holiday Shopping Booklet Presenting Sponsor: (ONLY ONE AVAILABLE)**

**\$600 Chamber Rate**

*We plan to print over 500 of these booklets.*

- Recognition as the Holiday Shopping Booklet Sponsor over the public address system during the event
- 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 Light Up Night Schedule of events
- Business/Company logo on the Holiday Shopping Booklets which will be handed out at this event 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)
- Business/Company ad in the booklet

**Informational Tent Sponsor:****\$500 Chamber Rate Only!**

*This tent is the tent that hands out the song books and other Chamber information.*

- Recognition as the Informational Tent Sponsor over the public address system during the event
- 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 Light Up Night Schedule of events
- 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
- Your choice of one marketing piece displayed at the table

**Hot Chocolate & Cookies Sponsor:****\$400 Chamber Rate | \$800 Non-Member Rate**

- Recognition as the Hot Chocolate & Cookies Sponsor over the public address system during the event
- Recognition as the Hot Chocolate & Cookies 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 Light Up Night Schedule of events
- Business/Company logo on the big screen during the sponsor recognition loop as this sponsor
- Business/Company on the Schedule of Events: Hot Chocolate & Cookies Provided by \_\_\_\_\_
- Business/Company logo on signage at the table
- Business/Company banner displayed at the table
- Your choice of one marketing piece displayed at the table
- At least 3 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages

**Santa Claus Giveaway Sponsor:****\$350 Chamber Rate | \$700 Non-Member Rate**

- Recognition as the Santa Claus Giveaway Sponsor over the public address system during the event
- Recognition as the Santa Claus 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 the Light Up Night Schedule of events
- Business/Company logo on the big screen during the sponsor recognition loop as this sponsor
- Business/Company on the Schedule of Events: Giveaway Provided by \_\_\_\_\_
- Business/Company logo on sticker on all giveaways
- At least 3 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages

**Comfort Station Sponsor: (Only one available!)****\$300 Chamber Rate | \$400 Non-Member Rate**

- Recognition as a Light Up Night Holiday Comfort Station Sponsor over the public address system
- Recognition as a Light Up Night Holiday Comfort Station 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)
- Business recognition on Schedule of Events which will be handed out in weeks prior to the event, as well as at the event
- Business/Company logo on the big screen during the sponsor recognition loop as this sponsor
- At least 4 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages

**Holiday Movies Sponsor: \$250 Chamber Rate | \$500 Non-Member Rate**

- Recognition as a Light Up Night Holiday Movie Sponsor over the public address system
- Recognition as a Light Up Night Holiday Movie 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)
- Business recognition on Schedule of Events which will be handed out in weeks prior to the event, as well as at the event
- Business/Company logo on the big screen during the sponsor recognition loop as this sponsor
- Business/Name listed on the event poster
- At least 4 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages

**Light Up Night Supporting Sponsor: \$125 Chamber Rate | \$300 Non-Member Rate**

- Recognition as a Light Up Night Supporting Sponsor over the public address system
- Recognition as a Light Up Night 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 name listed on the big screen during the sponsor recognition loop as this sponsor
- At least 2 Social Media mentions/tags on both the Lehigh Valley Chamber & Hellertown-Lower Saucon Chamber's pages

**Decoration Sponsor: \$50 Chamber Rate | \$100 Non-Member Rate**

- Recognition as a Light Up Night Decoration Sponsor over the public address system
- Business/Company name listed on the big screen during the sponsor recognition loop as this sponsor
- 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 Chamber Rate | \$50 Non-Member Rate**

*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 this event.
  - Please send over your business deal to [paigem@lehighvalleychamber.org](mailto:paigem@lehighvalleychamber.org) no later than Friday, November 8<sup>th</sup>. We go to print the Tuesday morning at 9 am. If we do not have it by then, unfortunately we will not be able to include it.
  - Please make deal available with this booklet valid until December 24<sup>th</sup>.
- 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](mailto: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](mailto:jessicao@lehighvalleychamber.org) or Paige McFarland at [paigem@lehighvalleychamber.org](mailto:paigem@lehighvalleychamber.org).

Checks made payable to: Hellertown-Lower Saucon Chamber of Commerce:

881 3<sup>rd</sup> St. Suite B-10 Whitehall, PA 18052