

# Hellertown-Lower Saucon Chamber presents 2018 Light Up Night

Friday, November 23<sup>rd</sup>, 2018 @ 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 1,000 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 either a unwrapped new toy or 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~~

### **Trolley Ride Sponsor (6pm – 9pm): SOLD: Steel Club**

- ~~Recognition as the Trolley Ride Sponsor and over the public address system~~
- ~~Logo/Name on the Trolley as the sponsor of the ride~~
  - ~~Provide a banner to be displayed on the trolley~~
- ~~Recognition as the Trolley 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) \_\_\_\_\_ \$500 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~~

- ~~Business name listed as the presenting sponsor on all booklets~~
- ~~Business/Company logo on the big screen during the sponsor recognition loop as this sponsor~~
- ~~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~~

**Hot Chocolate & Cookies Sponsor: \$300 Chamber Rate | \$600 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~~

**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~~

**Comfort Station Sponsor: \$200 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
- 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

**Tree Lighting Sponsor: \$125 Chamber Rate | \$250 Non-Member Rate**

- Recognition as a Light Up Night Supporting Sponsor over the public address system
- Recognition as a Light Up Night Supporting 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/Name listed on the event poster
- 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

**Light Up Night Supporting Sponsor: \$75 Chamber Rate | \$150 Non-Member Rate**

- Recognition as a Light Up Night Supporting Sponsor over the public address system
- Recognition as a Light Up Night Supporting 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/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: \$10 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 [jennab@lehighvalleychamber.org](mailto:jennab@lehighvalleychamber.org) no later than Friday, November 9<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 Jenna Bowman at [jennab@lehighvalleychamber.org](mailto:jennab@lehighvalleychamber.org).

Checks made payable to: Hellertown-Lower Saucon Chamber of Commerce: 18 South Main Street Nazareth 18064