

# SPONSORSHIP PACKET

Christmas  
Decor  
*presents*

— UNITED WAY —

W I N T E R  
L I G H T F E S T



*sponsored by the*  
Dian Graves Owen Foundation



# 2021 Winter Lightfest Sponsorship (due to September 1, 2021)

United Way of Abilene and Christmas Decor are pleased to announce that Winter Lightfest is returning for a third year. **BIGGER & BRIGHTER in 2021!**

## WINTER WONDERLAND: \$15,000

**Branding:** Your company receives naming rights to one of two featured gathering areas at Winter Lightfest: Christmas Village or Tinseltown. These two features offer experiential memory-making like nothing else in the park. Your logo will be prominently displayed at the feature and in all event marketing, including all visual marketing and website. Premium signage with your name/logo. **Amenities:** Passes for Exclusive Sponsor Party prior to season opening; 120 Winter Lightfest passes.

## HOLLY & JOLLY: \$10,000

**Branding:** Your company receives naming rights for one of the most recognizable and memorable sections of the Winter Lightfest park. You have the choice from seven (7) park features and trail sections, including the Singing Light Tunnel, Santa's Workshop VR Experience, Visits with Santa, and 60' Tree of Lights. Your logo will be displayed on the trail and in all event marketing, including all visual marketing and website. Premium signage logo.

**Amenities:** Passes for exclusive Sponsor Party and 80 Winter Lightfest passes.

## MERRY & BRIGHT: \$7,500

**Branding:** Your company receives naming rights for one of the sections of the Lightfest Trail. Your logo will be displayed on the trail and in all event marketing, including all visual marketing and website. Premium signage logo.

**Amenities:** Passes

## SOUNDS OF CHRISTMAS: \$5,000

**Branding:** Partner your company with our performance area located in Christmas Village. The performance area will feature various entertainment throughout Winter Lightfest. Your logo will be displayed on the performance area and signage, advertising, and on the website. **Amenities:** Passes for exclusive Sponsor Party and 40 Winter Lightfest passes.

## JINGLE BELLS: \$3,500

**Branding:** Your company receives naming rights for "can't miss" light features throughout Winter Lightfest. Your logo will be displayed next to a light feature, in all visual marketing, and on the website.

**Amenities:** Passes for exclusive Sponsor Party and 30 Winter Lightfest passes.

## SCENES OF WONDER: \$2,500

**Branding:** Your company is paired with one of many premium light features and photo ops. Your logo will be displayed within your light feature area, in all visual marketing, and on the website.

**Amenities:** Passes for exclusive Sponsor Party and 20 Winter Lightfest passes.

## SANTA'S LITTLE HELPERS: \$1,500

**Branding:** Sponsor a local elementary school. Each child from the sponsored campus will receive one free pass to Winter Lightfest. Your name will be displayed on the tickets in addition to visual advertising and on the website.

**Amenities:** Passes for exclusive Sponsor Party and 10 Winter Lightfest passes.

## TWINKLE SPONSOR: \$1,000

**Branding:** Your company will be displayed at the event, in advertising, and on the website.

**Amenities:** Passes for exclusive Sponsor Party and 8 Winter Lightfest passes.

## HOLIDAY HELPER: \$500

**Branding:** Become a friend of Winter Lightfest. Company/name displayed on event signage, advertising, and on the website.

**Amenities:** Passes for exclusive Sponsor Party and 4 Winter Lightfest passes.

# 2021 Winter Lightfest Sponsorship Commitment

Name of Company/Organization \_\_\_\_\_

Name to Appear on Signage \_\_\_\_\_

Please email your logo to [uwab@unitedwayabilene.org](mailto:uwab@unitedwayabilene.org)

Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Web Address \_\_\_\_\_

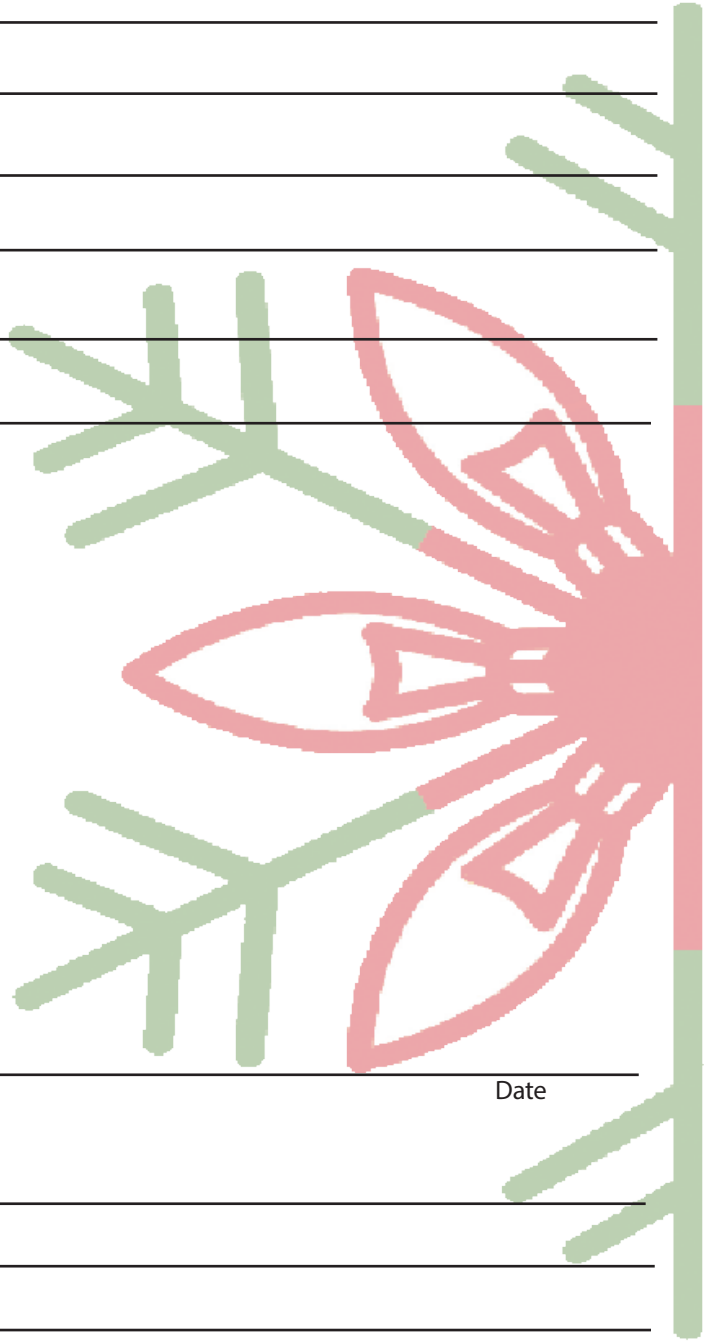
Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

## Sponsorship Level

- Presenting \$25,000
- Winter Wonderland \$15,000
- Holly & Jolly \$10,000
- Merry & Bright \$ 7,500
- Sounds of Christmas \$ 5,000
- Jingle Bells \$ 3,500
- Scenes of Wonder \$ 2,500
- Santa's Little Helpers \$ 1,500
- Twinkle \$ 1,000
- Festival Friends \$ 500



Sponsor Signature \_\_\_\_\_

Date \_\_\_\_\_

Notes \_\_\_\_\_

\_\_\_\_\_

Remit by mail: United Way of Abilene  
PO Box 82  
Abilene, TX 79604

Remit by email: [katie@unitedwayabilene.org](mailto:katie@unitedwayabilene.org)

*By signing, sponsor agrees to return completed Sponsorship Commitment form before September 1, 2021 and to remit payment no later than October 15, 2021. Sponsorship information received after the deadline may impact branding and amenities. For tax purposes, only the amount of the donation less the value of any benefits received is considered a charitable gift. Sponsorship amenities will be delivered to the address listed no later than 2 weeks prior to the event.*

