



Festival of Lights Business Opportunities

Sponsorship and Advertising

The Annual Festival of Lights attracts thousands of visitors a year and offers an opportunity to showcase Riverside. With visitors coming from not only Riverside but surrounding Southern California communities, the event creates an opportunity for our local businesses. You can be part of the excitement and grow your business. Several sponsorship and advertisement packages are available. If you do not see a package that is suitable for your business, we can also customize a package that may better serve your business needs. The Festival of Lights will take place November 27 – January 2, 2016. The Festival offers daily live entertainment and vendors as well as the outdoor ice rink.

Sponsorship Opportunities

Happy Holiday Sponsor

\$30,000

Sponsorship Opportunities Include:

- Entertainment Stage Banner with Business Name & Logo for duration of event
- Business Name or Logo on all marketing materials including: radio, television, press releases, website, print ads, posters & flyers, and social media
- One Night Ice Rink Participant Space (Monday - Wednesday)
- One Night Artisans Collective Booth
- Recognition during Switch-On Ceremony
- Two Ice Rink Dasher Boards with Business Name & Logo for duration of event
- Business Logo on Directional Map

Snowflakes & Mistletoe Sponsor

\$20,000

Sponsorship Opportunities Include:

- Business Name or Logo on all marketing materials including: radio, television, press releases, website, print ads, posters & flyers, and social media
- One Night Ice Rink Participant Space (Monday – Wednesday)
- Recognition during Switch-On Ceremony
- One Ice Rink Dasher Board with Business Name & Logo for duration of event
- Business Logo on Directional Map

North Pole Ice Rink Sponsor

\$10,000

The Ice Rink is one of the most popular attractions of Festival of Lights as it offers a unique experience of ice skating outdoors in Southern California with a backdrop of the Mission Inn Hotel & Spa and over three million twinkling lights.

Sponsorship Opportunities Include:

- Business Name & Logo on ice rink signs at ticket box and various locations around ice rink
- Official Sponsor skate night when your marketing piece will be distributed to each skater at the ice rink box (Monday – Thursday)
- One Night Ice Rink Participant Space (Monday - Wednesday). Share information about your service or product with Festival of Lights visitors.
- One Ice Rink Dasher Board with Business Name & Logo for duration of event
- Three Ice Rink Ads for duration of event

Santa's Workshop Sponsor

\$8,000

Santa's Workshop is open daily for pictures with Santa beginning November 29th until December 24th.

Sponsorship Opportunities Include:

- Business Name & Logo on all marketing materials including: radio, television, press releases, website, print ads, posters & flyers, and social media
- Your marketing piece will be distributed to each visitor taking a photo at Santa's Workshop for one day (Monday – Wednesday)
- Recognition during Switch-On Ceremony
- One Dasher Board Business Name & Logo for duration of event

Artisans Collective Sponsor

\$5,000

The ARTISANS COLLECTIVE is an innovative arts market where the community may purchase original art from local artists, hear local musicians and participate in free public arts workshops.

The ARTISANS COLLECTIVE will be held from Saturday (5-11 pm) and Sunday (5-10pm), beginning on Saturday November 28, 2015 and ending on Sunday, December 22, 2015.

Sponsorship Opportunities Include:

- Business Name & Logo on Artisans Collective postcard (must commit by July 31, 2015) and directional signs
- Business Name & Logo on all Artisans Collective marketing materials including: radio, television, press releases, website, print ads, posters & flyers, and social media
- 10x10 Resource Booth for your business for one night. Share information about your service or product with Festival of Lights visitors.





Entertainment Sponsor \$3,000

Feature your business on the Civic Plaza Entertainment Stage Banner with your Business Name and Logo. Daily performances will include professional and community groups. Performances are scheduled daily from 5:00 pm to 10:00 pm. Saturday and Sunday hours are 2:00 pm – 10:00 pm. Not only is your business name going to be displayed on stage, but regular announcements of sponsors will be made throughout the performance.

Advertisement Opportunities

Ice Rink Dasher Board

Over 11,000 skaters are anticipated and thousand more onlookers. Highly visible advertising space is available on the ice rink dasher board to market your business.

Advertising space is 6' and includes full color logo. \$1,500



Ice Rink – Skating Aids

The ice skating aids that may be rented to assist young or less experienced skaters, offer a space in front for advertisement for the duration of Festival of Lights.

Advertising space is 8.5" x 11" and includes full color logo. \$250

If you are interested in participating as a sponsor and do not see a sponsorship level which adequately suits your needs, please do not hesitate to contact us. We are more than happy to customize a sponsorship package that will best suit your business.

*For more information please the Arts and Cultural Affairs Division
at mhunt@riversideca.gov.*