



## **Bright Up the Night Sponsorship Guide**

*Bright Up the Night is Alaska's largest drive through Holiday light display. The 2020 one-of-a-kind event with over 70 professional displays brought over 8,000 vehicles full of families and friends alike for an evening of fun that is enhanced by the beauty of an Alaskan winter.*

*Located on the Alaska State Fairgrounds in Palmer, Bright Up the Night offers visitors a drive through almost a mile of dazzling holiday light displays spanning the entire length of the fairgrounds synced to their favorite holiday music broadcast on our Reindeer Radio station.*

*The fun experience of Bright Up the Night is offered at convenient carload pricing. Keeping the event affordable makes it the perfect way to spend an entire evening out without breaking the bank.*

### **Showcase Your Company this Holiday Season!**

- ✧ Significant exposure
- ✧ Thousands of positive impressions
- ✧ Create new business opportunities
- ✧ Showcase your product or services
- ✧ Provides positive public relation sentiment
- ✧ Enhance your community image through community involvement

CONTACT : Kelly R Larson, Director of Corporate & Community Partnerships [kelly@alaskastatefair.org](mailto:kelly@alaskastatefair.org)  
907-982-8913 VISIT: [sponsorship webpage](#)

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## Details

### ***Open 29 days***

Thursday – Sunday: November 25 – December 12

Everyday: December 16 – January 1

***Hours*** 5 – 9

### **Admission**

<b>Vehicle Type</b>	<b>Reg. Price</b>	<b>Advance</b>
Personal Use (up to 8 people)	\$ 25.00	\$ 20.00
Van or Limo (9-20 people)	\$ 40.00	\$ 35.00
Bus (21 -50 people)	\$ 75.00	\$ 70.00
	<b>After 11/24/21</b>	<b>Before 11/24/21</b>

## Route:

Guest will enter on the North end of the fairgrounds and drive from Purple Gate through Green Gate.



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## Sponsorship Opportunities

*You will be making spirits bright by providing a new, holiday tradition for families throughout Alaska with your sponsorship of a holiday light display.*

### Bright up the Night Presenting Sponsor

Investment: \$20,000

Availability: 1

Benefits:

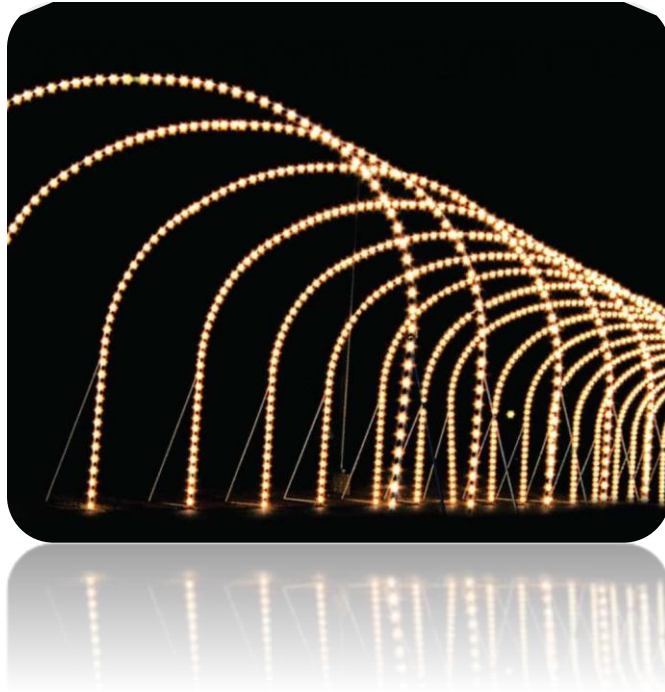
- \* Presenting sponsor of Bright Up the Night on all marketing materials
- \* Logo or name on cover of and ad in complimentary event coupon booklet (4,000 pieces) provided to each vehicle that visits the display and digital version on website.
- \* Logo on banner and footer of Bright Up the Night web page including URL link
- \* Logo on event landing page and event sponsor thank you webpage, including URL link
- \* Logo on 200+ posters
- \* Recognizing name and/or logo in any print, radio and television schedules promoting Bright Up the Night (where appropriate)
- \* Logo/name recognition in press releases, interviews, and presentations
- \* 50 personal use carload admission passes for run of show
- \* Opportunity for sponsor branded discounted admission coupons courtesy of sponsor. (Sponsor will reimburse Fair for redeemed coupons)
- \* Listed as sponsor on the Facebook Event About section
- \* Tagged as Facebook Event Co-Hosts
- \* One specific post to introduce them as Sponsor will be created on Facebook, Instagram and Twitter.
- \* All Social Media Posts on Facebook, Instagram and Twitter will Tag and Mention the sponsor (if they have a social media account on that specific channel) in the post copy if they have a social media account on that specific channel.
- \* Anytime we post a Facebook and Instagram story the sponsor will be mentioned with a Hashtag (created by us) or a Mention.
- \* Any time ASF creates a Facebook, Instagram and Twitter Ad the sponsor will be mentioned in the copy or tagged
- \* Inclusion in email blast (13,000 subscribers)
- \* 3 VIP Sponsor Preview Party invitation includes one car up to 4 guests
- \* Opportunity to give away sponsor branded holiday promotional items at gate subject to Fair approval

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- ❄ Extra-large name on welcome and thank you (Board/Sign/Banner) at entrance and exit
- ❄ Name or logo featured in rotation 5x on the Glenn Hwy. electronic sign (13,400 cars/day)
- ❄ Post-event report



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## **Most Wonderful Time Sponsor** -sponsorship for large, animated display

Investment: \$10,000

Availability: 4 - *Frosty's Follies, the Candy Cane Lane, the Festival of Dancing Trees and Dancing Christmas Presents*

### Benefits:

- ❄ Logo on footer of Bright Up the Night website including URL link
- ❄ Logo on event sponsor thank you webpage, including URL link
- ❄ Full page Ad in complimentary event coupon booklet (4,000 pieces) provided to each vehicle that visits the display and digital version on website
- ❄ Opportunity to give away holiday promotional items at gate subject to Fair approval
- ❄ 25 personal use carload admission passes
- ❄ Listed as sponsor on the Facebook Event About section
- ❄ One specific post to introduce them as Sponsor will be created on Facebook, Instagram and Twitter.
- ❄ Up to 4 Social Media Posts on Facebook, Instagram and Twitter will Tag and Mention the sponsor (if they have a social media account on that specific channel) in the post copy if they have a social media account on that specific channel
- ❄ Up to 4 Facebook and Instagram stories where the sponsor will be mentioned with a Hashtag (created by us) or a Mention.
- ❄ 1 ASF Facebook, Instagram and Twitter Ad the sponsor will be mentioned in the copy or tagged
- ❄ Inclusion in email blast (13,000 subscribers)
- ❄ 2 VIP Sponsor Preview Party invitation includes one car up to 4 guests
- ❄ Large name on sponsor thank you (Board/Sign/Banner) at entrance and exit
- ❄ Name or logo featured in rotation 3x on the Glenn Hwy. electronic sign (13,400 cars/day)
- ❄ Post-event report postcard



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## **Merry & Bright Sponsor** -sponsorship for large display

Investment: \$5,000

Availability: 10

Benefits:

- ❄ Half page Ad in complimentary event coupon booklet (4,000 pieces) provided to each vehicle that visits the display and digital version on website
- ❄ Logo on event sponsor rotating footer of webpage, including URL link
- ❄ Logo on event sponsor thank you webpage, including URL link
- ❄ Opportunity to give away holiday promotional items at gate subject to Fair approval
- ❄ 20 personal use carload admission
- ❄ Listed as sponsor on the Facebook Event About section
- ❄ One specific post to introduce them as Sponsor will be created on Facebook, Instagram and Twitter.
- ❄ Up to 2 Social Media Posts on Facebook, Instagram and Twitter will Tag and Mention the sponsor (if they have a social media account on that specific channel) in the post copy if they have a social media account on that specific channel
- ❄ Up to 2 Facebook and Instagram Story where the sponsor will be mentioned with a Hashtag (created by us) or a Mention
- ❄ Inclusion in email blast (13,000 subscribers)
- ❄ One VIP Sponsor Preview Party invitation for one carload up to 4 guests
- ❄ Large name on sponsor thank you (Board/Sign/Banner) at entrance and exit
- ❄ Name or logo featured in 2x rotation on the Glenn Hwy. electronic sign (13,400 cars/day)
- ❄ Post-event report postcard



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## **Jingle Bell Sponsor -sponsorship for a medium display**

Investment: \$2,500

Availability: 20

Benefits:

- ❄ Listing in complimentary event coupon booklet (4,000 pieces) provided to each vehicle that visits the display and digital version on website
- ❄ Logo on event sponsor thank you webpage, including URL link
- ❄ Opportunity to give away holiday promotional items at gate subject to Fair approval
- ❄ 12 personal use carload admission passes
- ❄ Listed as sponsor on the Facebook Event About section
- ❄ 1 Social Media Posts on Facebook, Instagram and Twitter will Tag and Mention the sponsor (if they have a social media account on that specific channel) in the post copy if they have a social media account on that specific channel
- ❄ 1 Facebook and Instagram Story where the sponsor will be mentioned with a Hashtag (created by us) or a Mention
- ❄ Inclusion in email blast (13,000 subscribers)
- ❄ 1 VIP Sponsor Preview Party invitation 1 carload up to 2 guests
- ❄ Midsize name on sponsor thank you (Board/Sign/Banner) at entrance and exit
- ❄ Post-event report postcard



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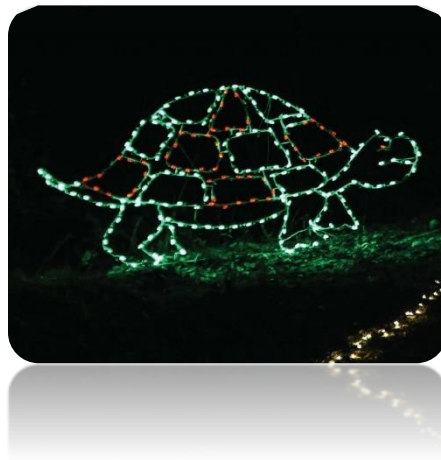
### **Deck the Hall Sponsor** -sponsorship for a tradional display

Investment: \$1,250

Availability:40

Benefits:

- ❄ Logo on event sponsor thank you webpage, including URL link
- ❄ 6 personal use carload admission passes
- ❄ Listed as sponsor on the Facebook Event About section
- ❄ Name on sponsor thank you (Board/Sign/Banner) at entrance and exit
- ❄ Post-event report postcard



### **Frosty's Friends**

Donation: \$500

Benefits:

- ❄ Logo on event sponsor thank you webpage, including URL link
- ❄ 6 personal use carload admission passes
- ❄ Name on sponsor thank you (Board/Sign/Banner) at entrance and exit
- ❄ Post-event report postcard



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# Bright Up the Night

## Sponsorship Levels & Benefits

Benefit	Presenting Sponsor	Most wonderful Time	Merry & Bright	Jingle Bells	Deck the Halls	Frosty's Friends
<b>Investment</b>	\$20,000	\$10,000	\$5,000	\$2,500	\$1,250	\$500
<b>Number available</b>	1	4	10	20	40	Unlimited
<b>Personal use carload admission passes</b>	50	25	20	12	6	4
<b>VIP Preview Night Party invitations*</b> (includes one car, 2-4 guests)	3	2	1	1		
<b>Name on thank you banners</b>	Extra Large	Large	Medium	Small	Small	Small
<b>Logo on event thank you webpage</b>						
<b>Post-event postcard report</b>						
<b>Branded promotional item distribution</b>						
<b>Coupon or ad in event booklet (4,000)</b>	Full Page	Full Page	1/2 Page	listing		
<b>Email blast mention (13k subscribers)</b>						
<b>Logo on footer of event website*</b>						
<b>Social media mention(s)/inclusion*</b>						
<b>Logo or name on electronic sign</b>	5x	3x	2x			
<b>Logo on posters*</b>						
<b>Press release, interview, and presentation mentions</b>						
<b>Logo on all marketing materials</b>						
<b>Name or logo in any print, radio or television</b>						
<b>Logo or name on cover of coupon booklet</b>						
<b>Branded discount coupons opportunity</b>						
<b>Post-event report</b>						

*\*Please see full level descriptions for details*