

ConocoPhillips
Alaska
presents

Alaska State Fairgrounds
Thanksgiving - New Years Eve

Bright up the Night



Drive through a dazzling light
exhibit spanning the length of the
fairgrounds and featuring
over 35 new displays!

Showcase Your Company this Holiday Season!

Bright Up the Night is Alaska's largest drive through holiday light display. The one-of-a-kind event, with over 70 professional displays, brought over 8,000 vehicles full of families and friends. It is an evening of fun that is enjoyed in the warmth of your vehicle and 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 event featuring almost a mile of dazzling holiday light displays. It spans the entire length of the fairgrounds and lights are synced to holiday music broadcasted 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.

SPONSOR BENEFITS:

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

Festival of Dancing Trees
(Note: Actual light display may vary from the photos shown here.)

Presenting

\$20,000 Investment
1 AVAILABLE

- Large light display with your logo (sponsor to provide)
- Logo or name on cover of and ad in complimentary event coupon flyer (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 web page, 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
- Anytime we post a Facebook and Instagram story the sponsor will be mentioned with a Hashtag (created by us) or a Mention
- Anytime we create 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 with up to 4 guests
- Opportunity to give away sponsor branded Holiday promotional items at gate (subject to Fair approval)
- Extra-large name on welcome and thank you sign at entrance and exit
- Name or logo featured in rotation 5x on the Glenn Hwy. electronic sign (13,400 cars/day)
- Post-event report

Bright
up the
Night

Most Wonderful Time

\$10,000 Investment
4 AVAILABLE

- Medium sized light display with your logo (sponsor to provide)
- Logo on footer of Bright Up the Night website, including URL link
- Logo on event sponsor thank you web page, including URL link
- Full page ad in complimentary event coupon flyer (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
- Up to 4 Facebook and Instagram stories where the sponsor will be mentioned with a Hashtag (created by us) or a Mention
- 1 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 sign 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



Shown here is an example of the Presenting sponsor's large light display. Each display can be custom designed for you.

Candy Cane Lane

(Note: Actual light display may vary from the photos shown here.)



Merry & Bright

\$5,000 Investment
10 AVAILABLE

- Half page ad in complimentary event coupon flyer (4,000 pieces) provided to each vehicle that visits the display and digital version on website
- Logo on event sponsor rotating footer of web page, including URL link
- Logo on event sponsor thank you web page, 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
- 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 with up to 4 guests
- Large name on sponsor thank you sign 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

Jingle Bell

\$2,500 Investment

20 AVAILABLE

- Listing in complimentary event coupon flyer (4,000 pieces) provided to each vehicle that visits the display and digital version on website
- Logo on event sponsor thank you web page, 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
- 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 with up to 2 guests
- Midsize name on sponsor thank you sign at entrance and exit
- Post-event report postcard





Deck the Halls

\$1,500 Investment
40 AVAILABLE

- Logo on event sponsor thank you web page, including URL link
- 6 personal use carload admission passes
- Listed as sponsor on the Facebook Event About section
- Name on sponsor thank you sign at entrance and exit
- Post-event report postcard



Frosty's Friends

\$500 Donation

- Logo on event sponsor thank you web page, including URL link
- 6 personal use carload admission passes
- Name on sponsor thank you sign at entrance and exit
- Post-event report postcard

Info

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



Tickets

*Advance Purchase
At the Gate*

Personal Vehicle (up to 8 people)	\$20.00	\$25.00
Van or Limo (up to 20 people)	\$35.00	\$40.00
Bus (up to 50 people)	\$70.00	\$75.00

Open

5:00 - 9:00 pm
 Thurs - Sun, Nov 23 - Dec 10
 Every Day, Dec 14 - 31