



City of Taunton's
110th Annual Lighting of the Green
& Lights On Festival
Saturday December 2, 2023
Sponsorship Opportunities
2023

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110th Lighting of the Green & Lights On Festival
Sponsorship/Advertising Form

Sponsor/Advertiser _____

Donation \$ _____ Contact Name _____

Phone _____ Email _____

If applicable, please email your current logo and pertinent advertising information to:

ekelleher@downtowntaunton.org

Please make checks payable to "The City of Taunton" with a notation of Lights On in the memo line and return with this form to:

Lights On Festival Committee

c/o Renee Menard, City of Taunton Parks & Rec

170 Harris Street, Taunton, MA 02780

Questions? Call 508.821.1415.

Thank you and Happy Holidays!

The Annual Lighting of the Green and Lights On Festival attracts an average of 10K visitors each year and offers a unique opportunity to showcase the City of Taunton. With visitors coming from both Taunton and surrounding communities far and wide, this event creates an amazing marketing opportunity for our local businesses.

2023 marks the 110th Lighting of the Green. The Festival features an average of 45-50 activity and performance sites around the Downtown area, a light show, and a large main stage with professional entertainment. The event is advertised on the Downtown Taunton Foundation, City of Taunton, and Lights On social media pages. The event has its own website at lightsonfestival.org.

There are several sponsorship and advertising opportunities available. Please see details below. Thank you for supporting one of Taunton's longest running & most joyous traditions!

- **2023 Lights On Committee**

Sponsorship Deadlines:

- **Forms and checks must be received by the Lights On Committee by Friday November 3, 2023 or we cannot guarantee your inclusion in printed materials.**
- **Logos must be emailed to ekelleher@downtowntaunton.org by Friday November 17, 2023 or we cannot guarantee your inclusion in printed materials.**
- **For Premier Sponsors, Lights On promotional video recordings must be completed by the end of October.**

Premier Sponsor \$10,000

- Logo On cover of event program & map
- Representative from your business featured in the promotional video for the event (giving a Holiday Greeting from your business)
- Logo featured @end of Lights on video feature; video featured on City & Lights On social media, TCAM & event website
- Logo on banner over Broadway
- Logo on lamppost banners on Taunton Green
- Recognition from stage during welcoming remarks & 2 seats on main stage during opening ceremony & presentation of plaques
- Logo & link to your website on lightsonfestival.org, including a large logo & link on each page
- Recognition in press release
- Company name tagged in ALL social media posts for the event
- Extra-large color ad featured in event program map
- Site Sponsorship listing on program map
- Sponsorship site sign displayed at Lights On Festival performance site

Silver Bells Sponsor \$5000

- Logo featured @end of Lights On promotional video; video featured on City & Lights On social media, TCAM & event website
- Logo on lamppost banners on Taunton Green
- Recognition from stage during welcoming remarks
- Logo & link to your website on lightsonfestival.org
- Recognition in press release
- Company name tagged in a minimum of 8 Lights On social media posts
- Large color ad featured in event program map
- Site Sponsorship listing on program map
- Sponsorship site sign displayed at Lights On Festival performance site

Jingle Bells \$2500

- Recognition from stage during welcoming remarks
- Logo & link to your website on lightsonfestival.org
- Recognition in press release
- Company name tagged in 6 Lights On social media posts
- Medium color ad featured in event program map
- Site Sponsorship listing on program map
- Sponsorship site sign displayed at Lights On Festival performance site

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Sleigh Bells \$1000

- Logo & link to your website on lightsonfestival.org
- Recognition in press release
- Company name tagged in 3 Lights On social media posts
- Small color ad featured in event program map
- Site Sponsorship listing on program map
- Sponsorship site sign displayed at Lights On Festival performance site

Site Sponsor \$500

- Mini color ad featured in event program map
- Site sponsorship listing on program map
- Sponsorship site sign displayed at Lights On Festival performance site
- Business name listed on event website
- Business name listed on program map

Program Advertisement \$250

- Business name listed on event website
- Business name listed on program map