



City of Taunton's
108th Annual Lighting of the Green
& Lights On Festival
Saturday December 4, 2021
Sponsorship Opportunities
2021

108th 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.

2021 marks the 108th Lighting of the Green. The Festival features an average of 45-50 activity and performance sites around the Downtown area, fireworks, 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. New this year, the Lights On Committee is creating a video featuring the event which will be posted on the event website, on all the above social media pages, and on TCAM.

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!

- **2019 Lights On Committee**

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Sponsorship Deadlines:

- **Forms and checks must be received by the Lights On Committee by Friday November 12, 2021 or we cannot guarantee your inclusion in printed materials.**
- **Logos must be emailed to ekelleher@downtowntaunton.org by Friday November 19, 2021 or we cannot guarantee your inclusion in printed materials.**
- **Lights On feature video recordings will take place in October.**

Premier Sponsor \$10,000

- Logo on cover of event program & map
- Business featured as a Premier Sponsor in video feature for the event
- Logo featured @end of Lights on video feature; video featured on DTF, 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
- 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 event 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

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Silver Bells Sponsor \$5000

- Logo featured @end of Lights on video feature; video featured on DTF, 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 8 DTF, City & 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 DTF, City & 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

Sleigh Bells \$1000

- Logo & link to your website on lightsonfestival.org
- Recognition in press release
- Company name tagged in 3 DTF, City & 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