

NIGHTS of LIGHTS

AT HERITAGE PARK

2024 Sponsorship Packages

November 23, 2024 - January 3, 2025

CCNB Amphitheater at Heritage Park



Event Features

- * 65 ft tall Christmas Tree
- * Skating
- * Carnival Rides
- * Petting Zoo with Animal Rides and Experiences
- * Immersive Igloo Experience
- * Santa's Village
- * Food and Beverage Options
- * Free Parking

Event Facts

Attendance:

Over 50,000 people attended the first annual Nights of Lights in 2023 across a 6-week period. Originally estimated 25,000 in attendance.

Media Impressions Garnered:

- * 750,000+ on social media (FB/Instagram)
- * 400,000+ via targeted digital efforts
- * 1.2MM+ across radio stations
- * 94,000+ website sessions with over 54,000 unique visitors

Giving Back to the Community:

- * Monday Food Drive - 5.86 tons of donated canned goods.
- * Tuesday Toy Drive - Over 1,100 individual toys donated to Toys for Tots and local police.
- * Free Attendance to Military, First Responder, Teachers, Seniors, and Children under the age of 5 - 8,365 tickets.
- * All Greenville County public elementary and middle school students received free admission.

Featuring **all new**
technology &
light displays!



Visit www.lightsatheritagepark.com/sponsors for more information.

Winter Wonderland Package | \$25,000

1 AVAILABLE

Exclusive recognition as the 'Presenting Sponsor' or 'Title Sponsor' of Nights of Lights.

- Inclusion and prime placement of company logo on all media exposure, promotional materials, and signage.
- Inclusion of company logo on the event website and social media pages.
- Social media spotlight
- Mention in select press releases and media coverage.
- Prime placement of company banner(s) or signage at venue (artwork supplied by sponsor).
- Dedicated VIP Area with free horderves and refreshments.
- Free admission tickets
- \$35,000 value

Gold Star Package | \$10,000

Prominent recognition as a premier sponsor on marketing materials and industry exclusivity.

- Inclusion of company logo on the event website and social media pages.
- Mention in select press releases and media coverage.
- Prime placement of company banner(s) or signage at venue (artwork supplied by sponsor).
- Free admission tickets
- \$12,000 value

Tinsel Package | \$3,000

Recognition as a sponsor on website and social media.

- Inclusion of company logo on the event website and social media pages.
- Prime placement of company banner(s) or signage at venue (artwork supplied by sponsor).
- Free admission tickets
- \$4,000 value

Ornament Package | \$1,000

Recognition as a sponsor on website and social media.

- Inclusion of company logo on the event website and social media pages.
- Free admission tickets
- \$2,000 value

String Lights Package | \$500

Recognition as a sponsor on website and social media.

- Inclusion of company logo on the event website and social media pages.
- \$1,000 value