

## OSHKOSH CELEBRATION OF LIGHTS -

# 10 YEARS OF MAGIC



The Celebration of Lights collaborates with many area individuals, organizations and businesses, making this a bona fide community holiday celebration.

Each year, more than 10,000 cars- packed with families and friends -drive through and visit beautiful Menominee Park to experience the magic of lighted exhibits, the 100-foot tree, sculptured scenes, and animated lighted displays. Visitors enjoy carriage rides, Santa's Workshop, Giftshop, reindeer, and The Elves Hideout with children's activities. Last season, more than 3000 area youth sat on Santa's lap, there were four FREE Community Nights and two very special Nights of the Torches. We are thrilled to continue the tradition of spectacularly lit holiday displays. The committee begins the three-week-long task of hanging lights and placing displays on November 1.

**This effort is so much more than the half million lights spread over a mile through beautiful Menominee Park: Oshkosh Celebration of Lights supports our local community with an annual food drive.** Since 2001, attendees to the annual holiday event have donated 80 tons of non-perishable food, which has been turned over to local pantries to feed those in need here, in the Oshkosh area. Visitors receive \$2.00 off the normal admission cost by donating a non-perishable food item. Food pantries community-wide, scheduled by United Way, benefit from Celebration of Lights; **another truly good reason to celebrate 10 years of holiday magic!**

[www.oshkoshcelebrationoflights.org](http://www.oshkoshcelebrationoflights.org)

on facebook: [OshkoshCelebrationOfLights](https://www.facebook.com/OshkoshCelebrationOfLights)

## 2011 SPONSORSHIP OPPORTUNITIES

### **Ornament-level - \$25.00**

- name recognition in newspaper ad

### **String of Lights Sponsor - \$75.00**

- name on web page and in the newspaper
- plus a pass

### **Keep the Lights On Sponsor - \$150.00**

- name on web page and in the newspaper
- plus 4 passes

### **Community Night Sponsor - \$3000**

-- *only four nights available*

- investment is the "buyout" of the event for the community - everyone that night enters free because of you! And you are the named sponsor of the night.

- banners at the entrance of the event
- opportunity to meet and greet visitors and give away - promotional materials and products
- four-color full-page ad in program
- an invitation to the donor reception
- 15 passes

### **Bronze Ornament level - \$500.00**

- logo on web page and in the newspaper
- four-color 1/4 page ad in program
- 10 passes
- commemorative bronze ornament for your own tree
- an invitation to the donor reception

### **Silver Ornament level\* \$1000.00**

- logo on web page and in the newspaper
- four-color 1/4 page ad in program
- 20 passes
- commemorative silver ornament for your own tree
- an invitation to the donor reception

### **Gold Ornament level\* \$2500.00**

- logo on web page and in the newspaper
- four-color 1/2 page ad in program
- 50 passes
- commemorative gold ornament for your own tree
- an invitation to the donor reception

### **Tree Topper level\* \$5000.00**

- in-park signage recognition,
- logo on web page and in the newspaper
- four-color full-page ad in program
- 50 passes,
- commemorative bronze, silver and gold ornaments
- an invitation to the donor reception

Cable advertising has been secured; nearly 150,000 hits annually on [www.oshkoshcelebrationoflights.org](http://www.oshkoshcelebrationoflights.org)

*\* For those who have given at this level for the previous two years, we offer a 20% discount to maintain the same gift-level benefits*

## SPONSORSHIP OPPORTUNITIES

- Ornament-level - \$25.00
- String of Lights Sponsor -\$75.00
- Keep the Lights On Sponsor - \$150.00
- Community Night Sponsor - \$3000.00\*
- Bronze Ornament level \$500.00\*
- Silver Ornament level \$1000.00\*
- Gold Ornament level \$2500.00\*
- Tree Topper level \$5000.00\*

\*Be sure to fill out the ad form below

Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Payment Options:  Check  Visa  Master Card

Card#: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please make all checks payable to Celebration of Lights

Please return this form with your payment to:

Oshkosh Area Community Foundation

230 Ohio Street Suite 100

Oshkosh, WI 54902

## PROGRAM BOOK ADVERTISING OPPORTUNITIES

Ad prices are the same as they were last year!

- Full Page Ad - 7.75h x 4.75w \$350.00
  - Half Page Ad - 3.875h x 4.75w \$225.00
  - 1/3 Page Ad - 2.58h x 4.75w \$175.00
  - 1/4 Page Ad - 1.93h x 4.75w \$125.00
- Additional \$30 for 4-color

Sponsor Ads, all four color

- Community Night Sponsor, full page
- Bronze Level, 1/4 page
- Silver Level, 1/4 page
- Gold Level, 1/2 page
- Tree Topper, full page

Ad deadline, November 1, 2011

All ads are horizontal orientation

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax #: \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Authorized by: \_\_\_\_\_

Mail this form to: Celebration of Lights, 2345 Abbey Ave, Oshkosh, WI 54904; OR e-mail to: Oshkosh COL@yahoo.com.  
Use the above addresses for your ad and advertising check, which should be made payable to Oshkosh Celebration of Lights.

All ads must be 300 dpi or greater. Absolute deadline is Tuesday, Nov. 1, 2011.

Formats include: Photoshop, Illustrator, Publisher, .pdf or .jpg.

Please call Jodi at 920-410-5418 with any questions.

