

The background of the image is a close-up of a Christmas tree. It is covered in numerous colorful lights and ornaments in shades of red, green, blue, yellow, and white. The lights are out of focus, creating a bokeh effect. The tree branches are dark and visible against the lighter background of the lights.

# Lights of the Ozarks

2023 Sponsorship Opportunities

# A Fayetteville tradition 30 years in the making



The Fayetteville Advertising & Promotion Commission began planning the festival in 1993 as an effort to increase tax revenue around the fall & winter months.

In 1994 businesses along 71B lit up their storefronts in support of the initiative, and a tradition was born. Over the years, it has evolved to become one of Fayetteville's largest and most beloved annual events.





Each year, the City of Fayetteville Parks, Natural Resources and Cultural Affairs Department covers the Downtown Square Gardens with over 500,000 LED lights that can be enjoyed nightly through New Year's Day, weather permitting.

Installation begins in early October and takes around 3,300 hours to complete. The installation also includes street pole decorations along Block Ave and Dickson Street.



The season traditionally kicks off the Friday before Thanksgiving with a lighting ceremony & parade that draws thousands of attendees.

The parade features more than 50 entries, including nonprofits, dance squads, sports groups, local businesses, and of course, Santa himself!



**By sponsoring Lights of the Ozarks, you have an opportunity to engage thousands of attendees from near and far.**

<b>Distribution</b>	<b>Reach</b>
ExperienceFayetteville.com	56k visitors/ 71k views per month
Lights of the Ozarks webpage	38k views (2022 season)
Promotional Poster	EF socials, 10'x10' vinyl wrap outside of Visitors Center
Instagram: @fayettevillear	61.8k followers
Facebook: @FayettevilleAR	41k followers
Press Release	40+ media outlets





# Sponsor Tiers

**In Kind Support options available.**

**Presenting Season Sponsor - \$10,000 (1 Available)**

**Visits with Santa Sponsor- \$6,000 (1 Available)**

**Souvenir Snapshots Sponsor- \$2,500 (1 Available)**

**Letters to Santa Sponsor- \$2,500 (1 Available)**

**Lighting Night & Parade Sponsor \$1,500 (5 Available)**

**Supporting Sponsor - Contributions between \$500 - \$1,499 (Unlimited)**





## Presenting Season Sponsor

- Recognition as presenting sponsor in all promotional efforts throughout the six-week season
- Logo featured alongside Experience Fayetteville on a cross-street banner
- One exclusive post on Instagram
- Prominent logo placement on all print and digital collateral
- Company recognized in lighting ceremony announcements
- Option to participate in the parade
- \$10,000 (1 Available)





## Visits with Santa Sponsor

- Exclusive signage next to Santa's throne ex. "brought to you by..."
- Logo included on keepsake photo (lighting night only)
- Medium logo featured on all print and digital collateral
- One exclusive post on Instagram
- Company recognized in lighting ceremony announcements
- Option to participate in the parade
- \$6,000 (1 Available)







## Souvenir Snapshots Sponsor

- Exclusive signage alongside activation
- Medium logo featured on all print and digital collateral
- Recognition as a sponsor in social media efforts
- Company recognized in lighting ceremony announcements
- Option to participate in the parade
- \$2,500 (1 Available)

**New to 2023, photographers will be roaming the Square on select dates to take free digital photos of attendees!**





## Letters to Santa Sponsor

- Exclusive signage alongside Santa's mailbox, outside of Visitors Center
- Medium logo featured on all print and digital collateral
- Recognition as a sponsor in social media efforts
- Company recognized in lighting ceremony announcements
- Option to participate in the parade
- \$2,500 (1 Available)



# Lighting Night & Parade Sponsor

- Medium logo featured on all print and digital collateral
- Name included in radio spots, media alerts, and press releases
- Logo on signage in high visibility areas around and within the parade route
- Company recognized in lighting ceremony announcements
- Option to participate in the parade
- \$1,500 (5 Available)





## Supporting Sponsor

- Small logo featured on all print and digital collateral
- Company recognized in lighting ceremony announcements
- Recognition as a supporting sponsor in some promotions
- Between \$500- \$1,499  
(Unlimited)



# Interested in supporting Lights of the Ozarks?

Contact Community Engagement  
Manager Chloe Bell to learn more.  
[cbell@experiencefayetteville.com](mailto:cbell@experiencefayetteville.com)

EXPERIENCE FAYETTEVILLE



# About Experience Fayetteville



Experience Fayetteville is the destination marketing organization for the city of Fayetteville, Arkansas. It is responsible for marketing the city to visitors and achieving a positive economic impact through tourism. It is the first point of contact for convention and meeting planners, sports tournament coordinators and tour operators.

Experience Fayetteville oversees the visitors bureau and Experience Fayetteville Visitors Center as well as the Fayetteville Town Center and historic Walker Stone House. The Fayetteville Advertising & Promotion Commission is the governing body of Experience Fayetteville. For more information on Fayetteville, Arkansas, visit [experiencefayetteville.com](http://experiencefayetteville.com).

