



SPONSORSHIP OPPORTUNITIES • 2008





## *Light Up Lauderdale Sponsorship Opportunities*

*Light Up Lauderdale* is a Downtown-centric, holiday-themed promenade of lights along the Riverwalk Park from Nov. 21 through early January. The entire Riverwalk Park and adjacent areas will be glittering with trees and buildings trimmed in tasteful white lights, garland accents and larger (sponsored) displays such as Santa on a boat or a cheerful cluster of crabs creeping under the bridges. There will be a cocktail kick-off party, holiday lighting contest and other special events hosted along the lit route throughout the holiday season.

### **Benefits of *Light Up Lauderdale***

- Increased pedestrian traffic throughout the Riverwalk Arts & Entertainment District and business district, providing a unique holiday experience every night of the season
- Day and night visual impacts
- Beautiful holiday wonderland backdrop for the Seminole Hard Rock Winterfest Boat Parade
- Enhancement of Fort Lauderdale as a winter destination
- Hosting a holiday-themed spectacular light display enhances and unites the retail, residential and business communities, while enhancing the seasonal visitor experience.



## *Light Up Lauderdale Sponsorship Opportunities*



### **How long does it last?**

50 days! Light Up Lauderdale will kick off on Friday, Nov. 21, with our Riverwalk Get Lit party and will close on Jan. 10.

### **Target Audience**

Light Up Lauderdale is a wide reaching event targeting both locals and visitors of all ages. The lighted pathway, buildings and cultural centers create a safe and beautiful downtown experience.

### **Where will the lights be?**

The main focus of white lights, garland and bow wrapped poles and specialty displays will follow Riverwalk Park (north and south sides of the New River from Federal Hwy./tunnel to SW Fourth Ave. Bridge), the central business district along Las Olas, Las Olas Riverfront and Himmarshee areas and continuing down Las Olas Boulevard. Light Up Lauderdale encourages participation from all area buildings and residents.





## *Light Up Lauderdale Sponsorship Opportunities*

### **Corporate Sponsorship Packages**

Sponsorship of *Light Up Lauderdale* is a unique and affordable marketing tool to touch visitors, residents and employees within the Downtown throughout the entire holiday season (between six and eight weeks).



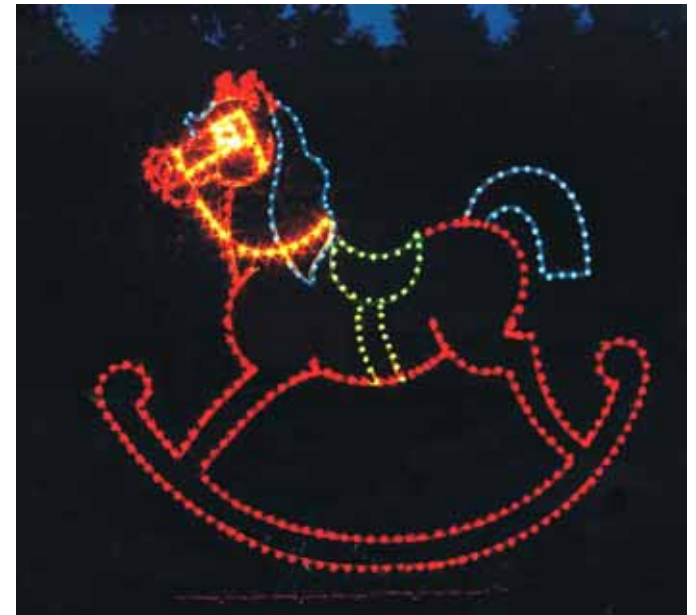
<i>Let It Snow:</i>	<i>\$5,000</i>
<i>Winter Wonderland:</i>	<i>\$3,000</i>
<i>White Christmas:</i>	<i>\$1,500</i>
<i>Jingle Bell Rock:</i>	<i>\$750</i>
<i>Ring In The New Year:</i>	<i>\$500</i>



## *Light Up Lauderdale Sponsorship Opportunities*

### *Let It Snow: \$5,000*

- Customized display with sponsorship recognition signage and first choice selection along Riverwalk Park
- Sponsorship recognition in all publicity (extensive media coverage including Go Riverwalk magazine, newspapers, magazines, online media, radio, TV and event calendars)
- Key logo placement in all direct print media including advertisements, posters, invitations, maps and e-mail
- Judge representation in Light Up Lauderdale holiday decorating contest
- Opportunity for sponsorship display at Riverwalk Get Lit Happy Hour on Friday, Nov. 21
- 10 tickets to Riverwalk Get Lit Happy Hour on Friday, Nov. 21





## *Light Up Lauderdale Sponsorship Opportunities*

### *Winter Wonderland: \$3,000*

- Selection of themed displays with sponsorship recognition signage
- Sponsorship recognition in all publicity (extensive media coverage including Go Riverwalk magazine, newspapers, magazines, online media, radio, TV and event calendars)
- Key logo placement in all direct print media including advertisements, posters, invitations, maps and e-mail
- Judge representation in Light Up Lauderdale holiday decorating contest
- 8 tickets to Riverwalk Get Lit Happy Hour on Friday, Nov. 21





## *Light Up Lauderdale Sponsorship Opportunities*

### *White Christmas: \$1,500*

- Selection of themed displays with sponsorship recognition signage  
Sponsorship recognition (listing) in Go Riverwalk magazine and press releases
- 4 tickets to Riverwalk Get Lit Happy Hour on Friday, Nov. 21





## *Light Up Lauderdale Sponsorship Opportunities*

### *Jingle Bell Rock: \$750*

- Selection of small themed displays with sponsorship recognition ornament
- Sponsorship recognition (listing) in Go Riverwalk magazine
- 2 tickets to Riverwalk Get Lit Happy Hour on Friday, Nov. 21





## *Light Up Lauderdale Sponsorship Opportunities*

### *Ring In The New Year: \$500*

- Selection of small themed displays with sponsorship recognition ornament
- Selected grouping of 4 trees and 2 garland poles with individual sponsorship recognition ornament
- Sponsorship recognition (listing) in Go Riverwalk magazine
- 2 tickets to Riverwalk Get Lit Happy Hour on Friday, Nov. 21





## *Light Up Lauderdale Sponsorship Opportunities*

### **Individual Sponsorship Opportunity**

An affordable and environmental way to participate in the community without the costly time and materials required for the usual residential display.

**Individual participation:**

**TRIM A TREE FOR \$150,**

**A GARLAND-WRAPPED POLE FOR \$125**

**OR 6 TREES FOR \$500**

- All “adoptions” include personalized keepsake, recognition ornament
- Inclusion in Go Riverwalk magazine and Web site as sponsor
- 2 tickets to Riverwalk Get Lit for Light Up Lauderdale kick off event (Nov. 21)
- Your choice of tree or pole location, based on availability.

Small business and other corporate sponsorship packages are also available. Please contact Jennifer Nayak, Light Up Lauderdale Coordinator at (954) 304-4899 or e-mail [jennayak@gmail.com](mailto:jennayak@gmail.com) for more information.



# *Light Up Lauderdale*

## Sponsor/Donor Commitment Form



### Contact information:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### Please check sponsor/donor commitment:

- Adopt a Pole (\$125)
- Adopt a Tree (\$150)
- Let It Snow (\$5,000)
- Winter Wonderland (\$3,000)
- White Christmas (\$1,500)
- Jingle Bell Rock (\$750)
- Ring in the New Year (\$500)

Other support \$ \_\_\_\_\_

In-Kind Service Donated Value \$ \_\_\_\_\_.

### Detail of In-Kind Service Donated:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

### Billing information:

- Bill me
- Payment/credit card information enclosed
- Payment to follow

\_\_\_\_\_  
Credit Card Number (VISA, MasterCard, AMEX)

Expiration Date \_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

*Or, payments may be mailed to:*

*Riverwalk Trust*

*P.O. Box 68*

*Fort Lauderdale, FL 33302*

*Telephone (954) 468-1541 · Fax (954) 468-1542*

# *Light Up Lauderdale Sponsorship Opportunities*

## **Contact Information**

**Jennifer Nayak**

**Light Up Lauderdale Coordinator**

**954-304-4899**

**Jennayak@gmail.com**

