



# Festival of Lights



[www.mainstreetmarkham.com](http://www.mainstreetmarkham.com)

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132 Robinson Street • Markham, ON • L3P 5H5

## Community Partnership Information 2019





# The Festival of Lights

The Festival of Lights is Markham Village's annual kick-off to the holiday season held in late November just before the Santa Claus parade. Attendees can look forward to a variety of vendors, live entertainment, Santa's Hut, a tree-lighting, and fireworks on Main Street Markham.



## Main Street Markham

Main Street Markham is one of the oldest communities in Ontario with a rich and interesting past. A unique commercial district blending history and tradition with modern shops, spas, art studios, cafes, pubs, restaurants services and activities. It is a vibrant business community supported by thousands of residents in one of Canada's most affluent cities.





# Event Details

This year's Festival of Lights will be held on **Friday, November 22<sup>nd</sup>, 2019**. See our schedule of events for a fun night on our historic Main Street Markham!

**4:00 pm - 5:00 pm** — Sponsor and Vendor Set Up \*

**6:00 pm** — Event opens to the public  
— Entertainment Begins

**6:00 - 8:00 pm** — Visit Santa's Hut

**7:30 pm** — Fireshow Begins

**8:00 pm** — Kick-off to the holiday season  
— Tree Lighting  
— Fireworks

**8:30 pm** — Public Exit

**9:00 pm** — Sponsor and Vendor Exit \*\*

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\* **Sponsors and vendors are expected to arrive and set up between 4 am and 5 pm.** All vendor/sponsor vehicles must be removed from the street at 5 pm. Failure to arrive during this period will result in inability to drop off equipment or drive a vehicle on the street. York Region Police will be on site and will enforce this.

\*\* **Sponsors and vendors are expected to evacuate the street by 10 pm.** York Region Police will be on site and will enforce this.



# Overview

	<b>PRESENTING</b> \$10,000	<b>GINGERBREAD</b> \$5,000	<b>CANDY CANE</b> \$3,000	<b>STAR</b> \$1,000	<b>HOLLY</b> \$500	<b>FRIENDS OF...</b> \$100
Quantity Available	1	2	2	5	6	10
Logo & Link on our Website	✓	✓	✓	✓	✓	✓
Ability to contribute to the swag bag	✓	✓	✓	✓	✓	✓
Logo on our Stage sponsor board	✓	✓	✓	✓	✓	
10' • 10' Display Space					✓	
Logo on our Website	✓	✓	✓	✓	✓	✓
20' • 10' Display Space				✓		
Logo on Print Ads and Event Poster	✓	✓	✓			
30' • 10' Display Space			✓			
40' • 10' Display Space		✓				
Custom Display Space / Activation	✓					
Opportunity to Speak at the Event	✓					
Naming Rights	✓					

Please note this is a summarized comparison of the various features that come with the different contribution levels and that a full list of all of the features for each of the partnership options is available on page 4 with more exclusive partnership options on page 5.

Should any questions arise, please contact the Markham Village BIA via email ([info@mainstreetmarkham.com](mailto:info@mainstreetmarkham.com)) or phone (905-472-2462)





# Partnership Opportunities \*

\* The following are **suggestions only** and we would be pleased to work with you to customize your contribution.

## PRESENTING SPONSOR (1 AVAILABLE)

**\$10,000**

- Naming Rights to the Event
- Your logo on Stage Sponsor board
- Activation space to use for a
- Opportunity to speak at the event
- Your logo on all event marketing materials
- Specialized social media post with your logo and links to your social media pages and/or website
- Illumination display
- Your logo and link on our website  
*(These options may be customized at your request)*

## GINGERBREAD SPONSOR (2 AVAILABLE)

**\$5,000**

- 40 foot wide and 10 foot deep display space
- Specialized social media post with your logo and links to your social media pages and/or website
- Your logo on print ads and event poster
- Your logo and link on our website
- Your logo on Stage Sponsor board

## CANDY CANE SPONSOR (2 AVAILABLE)

**\$3,000**

- Your logo on our Sponsor board displayed on stage during the event
- Your logo and link on our website
- 30 foot wide and 10 foot deep display space

## STAR SPONSOR (5 AVAILABLE)

**\$1,000**

- 20 foot wide and 10 foot deep display space
- Your logo and link on our website
- Your logo on our Sponsor board displayed on stage during the event

## HOLLY SPONSOR (6 AVAILABLE)

**\$500**

- 10 foot wide and 10 foot deep display space
- Your logo and link on our website
- Your logo on our Sponsor board displayed on stage during the event

## FRIENDS OF THE FESTIVAL OF LIGHTS (10 AVAILABLE)

**\$100**

- Your logo and link on our website

Should any questions arise, please contact the Markham Village BIA via email (info@mainstreetmarkham.com) or phone (905-472-2462)



# Exclusive Partnership Opportunities\*

\* The following are exclusive partnership opportunities to assist with the facilitation of this event.

## TREE SPONSOR

- Recognition during the tree-lighting portion of the event ("tree-lighting presented by \_\_\_\_") along with sign at Tree
- Your logo and link on our website
- 10 foot wide and 10 foot deep display space

1 AVAILABLE

## FIREWORKS SPONSOR

- Naming rights to our spectacular fireworks lightshow that closes out the event.
- Recognition during the event
- Your logo and link on our website
- 10 foot wide and 10 foot deep display space

1 AVAILABLE

## SANTA'S HUT SPONSOR

- Naming rights and your logo on all signage for our Santa's Hut area
- Recognition during the event
- Your logo and link on our website
- 10 foot wide and 10 foot deep display space

1 AVAILABLE

## STAGE SPONSOR

- Naming rights to our stage that will be used by the entertainment and visible during tree-lighting and fireworks
- Recognition during the event
- Your logo and link on our website
- 10 foot wide and 10 foot deep display space

1 AVAILABLE

## CARRIAGE RIDE SPONSOR

- Naming rights and your logo on all signage for our horse-drawn carriage rides during the event
- Recognition during the event
- Your logo and link on our website
- 10 foot wide and 10 foot deep display space

1 AVAILABLE

## ILLUMINATION SPONSOR

- Naming rights and your logo on all signage for your choice of illumination displays that will be present throughout the event
- Recognition during the event
- Your logo and link on our website
- 10 foot wide and 10 foot deep display space

5 AVAILABLE



# Sponsorship Waiver

This waiver must be signed by both parties to be in effect\*. The Markham Village BIA must receive payment before any of the sponsorship level items are provided subject to timelines needed for advertising and when logos are received.

Name of Organization:

Name of Primary Contact:

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Category: ☐ **Presenting** (\$10,000) ☐ **Gingerbread** (\$5,000) ☐ **Candy Cane** (\$3,000)

☐ **Star** (\$1,000)    ☐ **Holly** (\$500)    ☐ **Friends of the Festival of Lights** (\$100)    ☐ **Carriage Ride** (\$\_\_\_\_\_)

☐ **Fireworks** (\$\_\_\_\_\_)    ☐ **Stage** (\$\_\_\_\_\_)    ☐ **Santa's Hut** (\$\_\_\_\_\_)    ☐ **Tree** (\$\_\_\_\_\_)    ☐ **Illumination** (\$\_\_\_\_\_)

**Signature:**

**Description of Display:** \_\_\_\_\_  
(if applicable)

Please make cheques payable to:  
**Markham Village BIA**

**Mailing address:**  
132 Robinson Street  
Markham, Ontario  
L3P 5H5

\* Entry at the discretion of the Markham Village BIA

## **For the Markham Village BIA:**

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

**Additional Notes:** \_\_\_\_\_



MAIN STREET MARKHAM

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