



P.O. Box 6502 | Laconia, NH 03247

2022 SPONSORSHIP OPPORTUNITIES

Join Celebrate Laconia as we work to promote and celebrate the City of Laconia through the Celebrate Laconia Lights Festival which will include a City on the Lakes Holiday Walk, Decorating Competition, a Lights Festival coloring contest, and Holiday Parade.

Your contribution will assist with our community-focused efforts by driving excitement and enthusiasm in Laconia and showcasing all that's wonderful about our community. In addition to the options found below, we welcome the opportunity to work with you to tailor a proposal that best meets your needs.

We appreciate your consideration and look forward to working with you!

Celebrate Laconia 2022 Sponsorships

Please complete the following information and return it to Celebrate Laconia, to begin your sponsorship benefits.
Thank you for supporting our efforts!

SUPPORT LEVEL _____

CONTACT NAME _____

BUSINESS NAME _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP CODE** _____

EMAIL _____

PHONE _____

Please make checks payable to Celebrate Laconia



connect@celebratelaconia.org



celebratelaconia.org



[@celebratelaconianh](https://www.instagram.com/celebratelaconianh)



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Celebrate Laconia Lights Festival

PRESENTING Sponsor: \$3,500 (1 opportunity)

Sponsorship will support the overall event including downtown decorations, the Light-Up Laconia Decorating Competition, City of the Lakes Holiday Walk and the socially distant Reverse Parade alternative.

- Logo will appear on downtown banner throughout the holiday season
- Promotion prior to launch of Celebrate Laconia Lights Festival
- Promotion during the Light-Up Laconia (LUL) Decorating Competition (Sunday, 11/29 - Friday, 12/18)
- Logo included on all outdoor LUL participant competition signage
- Promotion of company in any broadcasts or articles highlighting the event
- Spotlight article on the Celebrate Laconia website and promoted through social channels
- Sole sponsor of the holiday parade, leading the parade (in a vehicle) following Santa as the "Lights-Up Laconia"
- Mention of sponsor on online community event calendars
- Logo included in all print marketing
- Logo included in all digital marketing regarding the Lights Festival initiative and the voting polls
- Logo included on all digital marketing, including: Celebrate Laconia website and social media outlets
- Mention in all festival press releases.

DECOR Supporter: \$100+ donation (unlimited opportunities)

Sponsorship will contribute to the decorating of downtown lamp posts, lighting of the railing along the river, the festive illumination of the iconic Weirs Beach sign and other decorations. Support of holiday decorations and lights to make the City of Laconia a must-visit destination during the holidays for both our community members and visitors.

- Individual/business name will be listed on the Celebrate Laconia website
- Name will be mentioned through Celebrate Laconia social media outlets

CITY ON THE LAKES HOLIDAY WALK Sponsors

The holiday walk will create a sense of community spirit and holiday cheer downtown by allowing businesses, organizations, families, and individuals to purchase a lit tree and decorate it for everyone to enjoy. Funds for this event will allow us to purchase lights and supplies to set-up the trees within several Laconia Parks. Trees will be set-up and lit from November 28th to January 1st.



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LIGHTS and TREE SET-UP Sponsorship for the Holiday Walk: \$2,000 (2 opportunities)

Sponsorship will be used to light each tree with 400 energy efficient LED lights to ensure a fully lit and spectacular tree to decorate. Sponsorship will also be used for delivery, set-up and electrical specification for the placement of the trees in the parks.

- Signage with logo at the Holiday Walk
- Logo included in all digital marketing regarding the Holiday Walk
- Logo included on the participation forms and in all pre-event promotion
- Logo included in all Holiday Walk digital promotion during the event
- Logo included on the website linked from the Holiday Walk page on Celebrate Laconia's website
- Mentioned in digital promotions through various social media outlets

COLORING CONTEST Sponsor: \$1,500 (1 opportunity)

- Branded crayons and branded coloring sheets,
- Pre-event promotion through Celebrate Laconia social media
- Mention in press releases

DOWNTOWN LIGHTING Sponsor: \$2,000 (2 opportunities)

Sponsorship will support lighting of the Downtown with holiday lights. Lights include festoon lighting along the river and lamppost lighting. Celebrate Laconia will be looking at creating more permanent year-round lighting for the Downtown with these funds as well.

- Signage with Logo at the Holiday Walk
- Promotion of company in any broadcasts or articles highlighting the event
- Logo included in all print marketing promoting the event
- Logo included in all digital promotions through various social media outlets
- Mention in all Lights Festival press releases



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PARADE ENTERTAINMENT Sponsor: \$2,000 (2 opportunities)

Sponsorship will pay for bands, singing groups, and/or additional entertainment to be part of the holiday parade and help bring the holiday spirit to the area.

- Signage with logo at the Holiday Walk
- Logo will be included on banners and floats for the bands or entertainers
- Logo included in all print marketing promoting the event
- Logo included in all digital promotions through various social media outlets
- Mention in all festival press releases

Volunteer

CELEBRATE LACONIA VOLUNTEERS: Your Valuable Time

Celebrate Laconia is looking for volunteers to help with the Lights Festival - be part of the magic! There are also year round opportunities if there is interest. Volunteers for the Lights Festival will be recognized on our website, social media, and with a sign in the park during the holiday walk. Please contact connect@celebratelaconia.org to volunteer.

Opportunities to Volunteer:

- Help set up trees and decorations on November 19th. (15-20 people needed)
- Help with promotion/distribution of Lights Festival promotional material (unlimited opportunities)
- Join one of our committees to help plan events and beautification activities (unlimited opportunities)



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Celebrate Laconia Street Banner Project

As part Celebrate Laconia's mission, we are looking to stimulate cultural growth with our Street Banner Project. We are partnering with local artists and schools to create seasonal banners to be placed on our light posts downtown and through our the city. We will be planning a contest for local artists to submit banner ideas highlighting points of interest in Laconia. Local businesses will also be able donate and have their business or point of interest included on a banner in the city.

BANNERS AND MOUNTING HARDWARE: \$5,000

This sponsorship will provide Celebrate Laconia with the funds to purchase banners and hardware once banner artwork is selected.

- Logo will be included on application forms for each entry
- Logo or Business name will be included in all print marketing promoting the event
- Logo or Business name will be included in all digital promotions through various social media outlets
- Mention in all press releases for contest
- Included as a point of interest entry
- Banners themselves will not include logo since we want to highlight the artists and Laconia

LACONIA POINT OF INTEREST ENTRY: \$100

This will enter your business or point of interest for artist to choose as their inspiration. You will provide artists with directions on how to highlight your business or point of interest on a banner. You will also be able to select artwork that you want for your banner. Fifty percent of your entry fee will go to the artist.