

2011 Light Up Lakewood Sponsor Letter of Agreement



Company Name _____

_____ agrees to provide a financial sponsorship for the 2011 Light Up Lakewood Festival on Saturday, December 3, 2011. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by LakewoodAlive. As a sponsor, I agree to provide digital art work for all promotional advertising.

Company Contact Name & Email Address

Contact _____ Email _____

Company Address _____

Company Phone _____

Company Website Address _____

- _____ **Snowflake Sponsor (\$2,000)**
- _____ **Sparkle Sponsor (\$1000)**
- _____ **Jingle Sponsor (\$500)**
- _____ **Twinkle Sponsor (\$100)**
- _____ **In-kind Sponsor In-kind Support _____**

Sponsors please forward Company logo to: sstrachan@lakewoodalive.com

*Your logo file should be sent in vector format, if possible. In most cases that would be a file created in Adobe Illustrator (a file with a suffix of .ai, .tif, or .eps). If a vector file is not available, you may send us your logo as a TIFF or JPEG file as long as it is at a high resolution (at least 300 dpi at 3" square). Do NOT pull images from the web; they are too low in resolution for printing. **Please also submit logos as black and white art only (no color).** Please provide any fonts or convert fonts to paths/outlines if applicable.*

Checks to be made Payable to: LakewoodAlive

Mail Check to: LakewoodAlive, 14701 Detroit Avenue, #LL10, Lakewood, OH 44107

Questions: Contact Ian or Shannon at: 216-521-0655 or
Shannon at: sstrachan@lakewoodalive.com

LakewoodAlive is a 501(c)(3) economic development organization in the inner-ring suburb of Lakewood, Ohio. Downtown Lakewood, a program of LakewoodAlive, is dedicated to the revitalization of Lakewood's historic downtown district.






















Sponsorship Opportunities

Light Up Lakewood 2011

Light Up Lakewood is excited to present sponsorship opportunities for supporters of the upcoming festival taking place on December 3rd, 2011. Please review the available levels below and help Lakewood champion this annual holiday tradition.

	Snowflake Sponsor \$2,000	Sparkle Sponsor \$1000	Jingle Sponsor \$500	Twinkle Sponsor \$100
Articles, Press & Media Releases Features your business on all distributions.				
Event Marketing Materials Features your business on event postcards distributed at local businesses and schools. (10,000 printed)				
Community Outreach and Engagement at Event Your employees or supporters incorporated into programs at event to engage with attendees as your ambassadors.				
Event Banner Features your logo on event banner displayed prior to event, during parade, and at event.				
Stage Recognition Event recognition by Emcee.				
Presence at Event Table space at the event.				
Downtown Lakewood/Light Up Lakewood Website Logo on event website with hotlink to your site.				
Downtown Lakewood/Light Up Lakewood Website Listing on event website.				

Program Sponsor: Below are opportunities to sponsor specific programs at the Light Up Lakewood event. These sponsors will also have their name present on the event program and their logo featured on the Downtown Lakewood website:

1. Lolley the Trolley	Sponsorship \$1,500	SOLD
2. Parade King and Queen	Sponsorship \$1,000	SOLD
3. Live Reindeer Exhibit	Sponsorship \$1,000	Available
4. Snow Machines	Sponsorship \$1,000	Available
5. Holiday Street Characters	Sponsorship \$600	Available
6. Ice Carver	Sponsorship \$450	Two Available
7. Elf Yourself Dress Up Photo Op	Sponsorship \$400	Available
8. City Singers	Sponsorship \$400	Available
9. Huskies Dog Sled	Sponsorship \$200	SOLD
10. Inflatable	Sponsorship \$300	Two Available
11. Jugglers	Sponsorship \$200	Available