

# The White Rock Festival of Lights 2020

November 13, 2020 to January 9, 2021

## Partnership Opportunities

From November 13, 2020 to January 9, 2021 (57 evenings), the White Rock Festival of Lights Society in collaboration with the City of White Rock, the White Rock BIA, local area businesses and community groups, will be staging the second annual magical holiday lights event on the waterfront in White Rock.

Not only will the event this year celebrate the Christmas Holiday season, the event will launch in conjunction with the Diwali Festival of Lights. We are currently exploring the possibility of extending the festival to February 14, 2021 to conclude with a spectacular Lunar New Year event.

The WRFL 2019 event attracted over 45,000 visitors over the 29 operating evenings from Dec. 7 to Jan. 5. Our Social Media impressions were in excess of 38,000. We expect over 100,000 visitors at WRFL 2020.

The WRFL Society is seeking corporate, community organizations and family support for the 2020 event.

We respectfully request that you reserve your participation in the 2020 event as soon as possible by providing a non-refundable donation to reserve your space.

- A designated area of the Event Venue for your Company, Organization or Family to decorate.
- Extensive recognition of your partnership through our website and social media ([www.wrfl.ca](http://www.wrfl.ca))
- Banners and marketing material that will be available on site and throughout the community.
- A "Living Tree", that is yours to decorate and keep or donate at the conclusion of the event.

Please choose one of the plans from the following Partnership Category options:

<input type="checkbox"/> \$25,000; Platinum Partnership	<input type="checkbox"/> \$10,000; Principal Partnership
<input type="checkbox"/> \$3,000 Festival Partnership	<input type="checkbox"/> \$1,000; Supporting Partnership (includes tree)
<input type="checkbox"/> "Living Tree" only (corporate) - \$300	<input type="checkbox"/> "Living Tree" only (family) - \$250

See reverse side for details on Partnership levels.

Agreed this \_\_\_\_ Day of \_\_\_\_\_, 2020

\_\_\_\_\_  
Name of Partner

\_\_\_\_\_  
Signature

\_\_\_\_\_  
E-mail contact

\_\_\_\_\_  
Telephone Contact:

Special Notes associated with Partnership:

Click or tap here to enter text.

Your partnership deposit confirmation will be provided within 24 hours of receipt of your application.

For additional information please contact Gary Gumley: 604-833-7127 or [gary.gumley@wrfl.ca](mailto:gary.gumley@wrfl.ca)

## White Rock Festival of Lights – Partnership Levels

### White Rock Festival of Lights – Partnership/Sponsorship Opportunities

Participation Level	Contribution	Availability	Funds	Entrance Display	Lighting Display Area
Platinum	25,000	4	100,000	Featured	120 x 15*
Principal	10,000	10	100,000	Listed	60 x 15
Festival	3,000	20	60,000	As available	Corp Tree
Supporting	1,000	20	20,000		Corp Tree
<b>Totals</b>		<b>54</b>	<b>280,000</b>		

\*Designated Location and Component sponsorships available

### White Rock Festival of Lights - Marketing and Social Media Promotions

Participation Level	Exclusive Promotions	Website	Website Listing	Social Media	Contests	Prizes	Video Post	Program Ad (If Available)
Platinum	four	front	Yes	four posts	four	four	four	Full Page
Principal	two	side bar	Yes	three posts	three	four	three	Half page
Festival	on request	side bar	Yes	two posts	Two	Two	Two	1/4 page
Supporting	on request	blog post	Yes	one post	one	one	one	1/8 page

### White Rock Festival of Lights – Partnership Participation Details

Platinum Partners will have the first choice to sponsor the Festival Entrance at Vidal and Marine, The trail along the north side of Memorial Park from Marine Drive to the Grand Staircase the Pathway to P’Quals or Sponsorship of the Museum “Santa’s Photo” area and South Side patio of the Museum.

Principal Partners will have the choice of the following:

- Sponsoring one of the two 30 Foot Christmas Trees
- Sponsoring the entrance to the pier
- Sponsoring one of 20 available “green spaces” as pictured below



Festival Partners will have the choice of location of their corporate tree and will be included in a rotational display of the Digital LED board planned for the East End of the Museum