

Holiday Lights

On The Lake at Lakemont Park

NOVEMBER 24, 2011 - JANUARY 8, 2012



Available Sponsorship Packages Include:

- * **Holiday Light Display**
- * **2' x 4' Spot-Lit Sign** with your seasonal greeting next to your display.
- * **Ad And/Or Coupon** in the 20,000 official Holiday Lights On The Lake Tour Guides that are distributed to each vehicle entering the event.
- * **15 Free Passes** for each \$500 in sponsorship investment. Free passes will be pro-rated (i.e. \$1250 sponsorship = 38 passes).
- * **Sponsorship Mention** on the Holiday Lights On The Lake FM Broadcasting Network.
- * **An Opportunity To Purchase** additional Holiday Lights On The Lake passes at special sponsor prices – *A Great Holiday Gift!*

Quantity	Regular Price	Special Sponsor Price
10-99	\$10.00 each	\$9.00 each
100+	\$9.00 each	\$8.00 each

- * **A Portion Of All Sponsorship Proceeds** Will Be Donated To Local Non-Profit Groups Through Lakemont Park's "Lighting Up Lives" Fund At The Central PA Community Foundation.

Holiday Lights On The Lake

Tour Guide Advertisement Specifications

Email ad copy (.jpeg or .pdf) to
lakemontparkfun@hotmail.com
by October 1, 2011.

1/8 Page

2³/₁₆" w x 2" h

Horizontal Layout Only

\$300 - \$499.99 Sponsorship

Full Page

4¹/₂" w x 8¹/₄" h

\$2,000 - \$4,999.99 Sponsorship

or

Full Page Preferred Position

\$5,000+ Sponsorship

1/2 Page

4¹/₂" w x 4¹/₆" h

\$1,000 - \$1,999.99 Sponsorship

1/4 Page

2³/₁₆" w x 4¹/₆" h

Vertical Layout Only

\$500 - \$999.99 Sponsorship

HOLIDAY LIGHTS ON THE LAKE Display Sponsorship Agreement

YES, WE WANT TO BE A SPONSOR of Holiday Lights On The Lake
at Lakemont Park from November 24, 2011 through January 8, 2012

PLEASE PRINT

Business Name _____

Your Light Display Name _____

Name Of Representative _____

Address _____

City _____ State _____ Zip Code _____

Telephone (_____) _____ Fax (_____) _____

Email Address _____

Authorized Signature _____

SPONSORSHIP INVESTMENT:

Light Display \$ _____

Additional Holiday Lights On The Lake Passes at special sponsor prices

_____ @ \$ _____ = \$ _____

TOTAL \$ _____

BY OCTOBER 1, 2011:

* Complete this Sponsorship Agreement **And Mail To:** Lakemont Park
700 Park Avenue
Altoona, PA 16602

Or Fax To: (814) 949-9207

- * Provide or change your existing seasonal greeting and/or business logo for your 2' x 4' display sign.
- * Provide an electronic file (.jpeg or .pdf) of your advertisement for the Holiday Lights On The Lake Program Guide. See attached guidelines for submitting artwork.

BY NOVEMBER 1, 2011:

- * Sponsorship payments are due in full.

Thank You For Helping To Light Up Lives In Central Pennsylvania!