



Chicagoland's Premier  
Drive-Thru Holiday Lights Show



# SPONSORSHIP PACKET

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## 2023

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Open Nightly Nov. 19-Jan. 1





WILLOW HILL LIGHTS

# GENERAL OVERVIEW



 SCAN ME

Welcome to Chicagoland's premier drive-thru holiday lights show. Willow Hill Lights is the newest and greatest light show in the area. Over 2 miles long, over 1 Million lights, and visible from Willow Road, averaging over 65,000 cars per day.

## Willow Hill Lights Major Sponsor Selling Points:

- Targeted physical advertising of family demographics
- Access to the overall Willow Hill Database for marketing efforts through Willow Hill (WH Golf Course, Dome, Fitness Center, etc.)
  - One email marketing effort per quarter
  - Current database of 'x number' of people and growing rapidly
- Physical activation available within the Lights Show
- Physical activation branding on ALL tickets
- Branding throughout all Willow Hill websites with links directly to sponsor site
- Great opportunity for customer appreciation through providing FREE Willow Hill Lights tickets



WILLOW HILL LIGHTS

# TIER 1, TITLE SPONSOR

## The Title Sponsorship:

- Price: \$50,000

## Includes:

- Willow Hill Lights SPONSORED BY Title Sponsor
- FREE Clubhouse Rental on one date of choice (5-9pm)
  - Dinner Hosting for up to 50 guests
  - Option of dinner by world class chef Richard Mancini or option to cater food
  - Cash bar available
- In-Show Radio Ad
- Branding on ALL Marketing emails and flyers
- Option to build custom display area in show
  - Display can be visible from Willow Road
- 15,000 custom candy canes with logo printed
- Logo on event website with link to sponsor site
- 500 tickets at a \$20,000 value for your clients, etc.

Sponsorship is valid for the 2023 Show, with annual first right of refusal going forward



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# TIER 2, CONCESSIONS SPONSOR

## The Concessions Sponsorship:

- Price: \$25,000

## Includes:

- Sponsor branded concessions booth
- Access to concession booth for handouts Mon-Wed for the entirety of the lights show
- Logo on event website with link to sponsor site
- Branding on ALL Marketing emails and flyers
- Sponsor Board signage at entrance of show
- 300 tickets at a \$12,000 value for your clients, etc.

Sponsorship is valid for the 2023 Show, with annual first right of refusal going forward



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# TIER 3, CORPORATE SPONSOR

## The Corporate Sponsorship:

- Price: \$10,000

## Includes:

- 200 Tickets at an \$8,000 value for you clients, etc.
- Logo on event website with link to sponsor site
- Sponsor Board signage at entrance of show

Sponsorship is valid for the 2023 Show, with annual first right of refusal going forward