

THE ELECTRIC GROUP



Fantasy in Lights



Be a Part of the Event that Helps Madlson Create Warm Holiday Memories

Sponsor a Display!

at The Electric Group's Holiday Fantasy in Lights Olin Park in downtown Madison • Mid-November thru New Years

Southern Wisconsin is getting in their cars and making the trip to downtown Madison from near and far to see the lights! The Electric Group's goal is to be able to continue providing this holiday excursion to the public at no charge - FREE for all to enjoy. It is sponsor dollars that enable The Electric Group to do this. We cannot do it alone - we need and appreciate the business community's support. This event is not only a great way to receive recognition for your company name but also a way to give back to the local community.

Lights, Candy Canes and Memories



THE ELECTRIC GROUP

presents





All Sponsors Receive

- A lighted banner at your display
- Listing on the brochure handed out at the exit booths
- Listing on our website www.fantasyinlights.com
- Recognition on the event Facebook page
- Invitation to lights on party in mid-November

If you want to be a part of something that brings family and friends together in a warm and memorable way, this event offers you promotion and goodwill in the holiday spirit.

Power Sponsor - Premium Level Sponsorship - \$12,000

- Display of your choice
- Ad/Coupon in Brochure
- Mention in all PR and all radio spots
- Logo on cover of Brochure

Custom Display possible with 3 yr commitment

Custom Display Sponsor

A Custom Display will be built for you. You help design it and we build it, light it, and display it for you. This sponsorship requires a three year commitment.

Year 1 cost: Sponsor pays full cost of display,

typically \$3,000 and up

Year 2 cost: 50% of initial display cost

Year 3 cost: 50% of initial display cost

After 3 years, you may take possession and ownership of the display or continue on at the

event at the same rate.

Other Sponsorship Opportunities

Candy Sponsor - \$4,000

Display of your choice, recognition on your banner, and in the brochure as our Candy Cane Sponsor. This sponsorship helps defer the cost of candy canes, which is substantial.

Display Sponsor - \$1,500 & up

Costs vary depending on which display you pick.

Group Sponsorship - \$800

The only difference between this sponsorship and an individual sponsorship is that you will be sharing one large lighted banner.

Media Coverage:

Clear Channel on air promotion - six stations Midwest Family Broadcasting on air promotion - seven stations Madison Originals Full page ad WKOW 27 Opening Coverage

NBC 15

Green Clock Films ~ drones ~ video Madison with Kids print listing and online promotion Madison Moms blog online promotion Fitchburg TV interviews/filming GMC Visitor's Bureau

CW Girl Talk show

Wisconsin State Journal "Weekend" coverage

1310 AM Interview

Facebook posts - followers up from under 1,500 to over 1,800.

2015 Sponsors















































































Sponsorship Confirmation Form

Sponsor's Name Print sponsor's name as it is to appear on promotional material. Contact Person _____ Address _____ Phone _____ Email _____ ☐ Candy Cane Sponsor \$4,000 ☐ Display Sponsor \$_____ ☐ Group sponsorship \$800 ☐ Power Sponsor \$12,000 ☐ Custom Display Sponsor, contact Kelly Slack to discuss Display _____ Signature

Thank You for supporting this event!

Your dollars help NECA and IBEW continue to provide the Madison area with the holiday event with NO ADMISSION charge. It is a gift to the community residents and we could not do it without you!

KELLY SLACK

5118 Winneauah Road Madison, WI kelly@slackattack.com 608.239.7888

www.FantasyInLights.com

Available Displays - For one year sponsorships. Ask to see more display options



Snow Family \$3,000.00



Santa Golfing \$3,000.00



Dragon \$3,000.00



Castle \$2,000.00



BiPlane \$2,500.00



Soldiers \$5,000.00



\$1,500,00



Elf with Lights Fighter Jet \$2,500.00



Ice Dancers \$1,500,00



Living Room \$3,000.00

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