

THE ELECTRIC GROUP
presents
HOLIDAY
Fantasy in Lights

Celebrating
30 Years

*Madison's Favorite
Holiday Tradition*

*Holiday Lights throughout Olin Park
free to drive through and enjoy*



Mid-Nov thru Dec

*Sponsor a
Display!*

**at The Electric Group's
Holiday Fantasy in Lights
Olin Park in downtown Madison**

- Mid-November thru New Years -

THE ELECTRIC GROUP
presents
HOLIDAY
FANTASY IN LIGHTS

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.

*Thank You for
supporting this event!*

Your dollars help 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!

Sponsor's Name: _____
Print sponsor's name as it is to appear
on promotional material.

Contact Person: _____

Address: _____

Phone: _____

Email: _____

- ☐ Group sponsorship \$600
- ☐ Candy Cane Sponsor \$4,000
- ☐ Display Sponsor _ _ _ _ _
- ☐ Power Sponsor \$15,000
- ☐ Custom Display Sponsor

Display: _____

Signature: _____

KELLY SLACK

5118 Winnequah Road • Madison, WI
kelly@slackattack.com • 608.239.7888
www.FantasyInLights.com

Donations Payable and Mail to:
NECA/IBEW
4903 Commerce Ct.
McFarland, WI 53558

All Sponsors Receive

- A lighted banner at your display
- Logo on the brochure handed out at the exit booths
- Logo on our website
www.fantasyinlights.com
- Recognition on the event Facebook page
- Invitation to the Grand Lighting Ceremony 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.



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 the display you pick.

Group Sponsorship - \$600

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

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 \$4,000 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.

