



Festival of Lights Sponsorship and Business Opportunities

The Annual Festival of Lights attracts thousands of visitors a year and offers an opportunity to showcase Riverside. With visitors coming from not only Riverside but surrounding Southern California communities, the event creates an opportunity for our local businesses. You can be part of the excitement and grow your business. Several sponsorship and advertisement packages are available. If you do not see a package that is suitable for your business, we can also customize a package that may better serve your business needs.

Platinum \$35,000

- Stage Banner with Business Name & Logo for duration of event
- Business Name & Logo on all marketing materials including: radio, television, press releases, website, print ads, posters & flyers
- One Night Ice Rink Sponsor
- One Night Artisan Collective Sponsor
- Recognition during Switch-On Ceremony
- Two Dasher Board Business Name & Logo for duration of event
- Business Logo on Directional Map

Gold \$20,000

- Business Name & Logo on all marketing materials including: radio, television, press releases, website, print ads, posters & flyers
- One Night Ice Rink Sponsor
- Recognition during Switch-On Ceremony
- One Dasher Board Business Name & Logo for duration of event

Silver \$10,000

- Business Name & Logo on all marketing materials including: radio, television, press releases, website, print ads, posters & flyers
- One Night Artist Collective Sponsor
- Recognition during Switch-On Ceremony
- One Dasher Board Business Name & Logo for duration of event

Ice Rink Sponsor Monday – Thursday \$4,500/day Friday – Sunday \$5,000/day

The Ice Rink is one of the most popular attractions of Festival of Lights as it offers a unique experience of ice skating outdoors in Southern California with a backdrop of the Mission Inn Hotel & Spa and over three million twinkling lights.

Sponsorship Opportunities Include:

- Official Sponsor skate night
- 10x10 Resource Booth for your business for one night. Share information about your service or product with Festival of Lights visitors.
- Your marketing piece will be distributed to each skater at the ice rink box.

Civic Plaza Stage Sponsorship

\$2,500/week

Feature your business on the Civic Plaza Entertainment Stage Banner with your Business Name and Logo. Daily performances will include professional and community groups. Performances are scheduled daily from 5:00 pm to 10:00 pm. Saturday and Sunday hours are 2:00 pm – 10:00 pm. Banner is available for the duration of the event or weekly rate and includes stage mentions during performance. Not only is your business name going to be displayed on stage, but regular announcements of sponsors will be made throughout the performance.

Artisans Collective Sponsor

\$500/day

Returning this year to the Festival of Lights is the Artisans Collective. The ARTISANS COLLECTIVE is an innovative arts market where the community may purchase original art from local artists, hear local musicians and participate in free public arts workshops.

The ARTISANS COLLECTIVE will be held from 5-10pm Saturday and Sunday, beginning on Saturday, December 7, 2013 and ending on Saturday, January 4, 2014.

Sponsorship Opportunities Include:

- 10x10 Resource Booth for your business for one night. Share information about your service or product with Festival of Lights visitors.

Ice Rink Dasher Board Advertisement Opportunities

Over 11,000 skaters are anticipated and thousand more onlookers. Highly visible advertising space is available on the ice rink dasher board to market your business.

Advertising space is 6' and includes full color logo. \$1,500

Ice Rink – Skating Aids

New to the ice rink this year are the ice skating aids that may be rented to assist young or less experienced skater. The aids offer a space in front of the aid for advertisement for the duration of Festival of Lights.

Advertising space is ---- and includes full color logo. \$500

If you are interested in participating as a sponsor and do not see a sponsorship level which adequately suits your needs, please do not hesitate to contact us. We are more than happy to customize a sponsorship package that will best suit your business.

For more information please contact Gema Ramirez in the Arts and Cultural Affairs Division at (951) 826-5663 or via email at ggramirez@riversideca.gov.