

EVENT SPONSORSHIP



EVENT DATE:

Friday-Sunday
November 25- December 18, 2022



ABOUT GIFT OF LIGHTS

Brought to life by our sponsors, this beautiful holiday lights celebration has become a new winter tradition for families. Enjoy a wonderland of lights and seasonal activities designed to delight children of all ages at this special time of year.

TITLE SPONSOR – \$10,000

“Gift of Lights at the Potawatomi Zoo presented by **Your Company**”

GUARDIAN SPONSOR – \$7,500

Sponsor the oversized lighted tree in the Zoo’s new plaza, a popular family photo spot.

ADVOCATE SPONSOR – \$5,000

Sponsor Santa’s Workshop and make meeting Santa a memorable experience.

CURATOR SPONSOR – \$3,000

Help make the popular Potawatomi Express Train special for the holidays.

BENEFACTOR SPONSOR – \$1,000

Your business can be part of making this the premier event of the season!

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Gift of Lights had
16,537
guests in 2021

SPONSOR LEVELS Cost and benefits of sponsorships available	TITLE SPONSOR \$10,000	GUARDIAN SPONSOR \$7,500	ADVOCATE SPONSOR \$5,000	CURATOR SPONSOR \$3,000	PATRON SPONSOR \$500
Recognition as Title Sponsor of Gift of Lights on promotional/media materials					
Recognition as Tree Sponsor near tree and on promotional/media materials					
Recognition as Santa's Workshop Sponsor near Santa's Workshop and on promotional/media materials					
Recognition as Train Sponsor near Potawatomi Express Train Station and on promotional/media materials					
Recognition in UPROAR Magazine					
Acknowledgement on promotional/media materials					
Tickets to Gift of Lights	100	50	30	20	5

Join our "Alpha Pack!"

LIMITED NUMBER OF SPONSORS PER YEAR.

Sponsors at the \$5,000 level or higher on a first-come, first-serve basis, receive special recognition on "thank you" sponsor signage prominently displayed in the Zoo plaza.

