



Presented by: **incrediblebank**<sup>SM</sup>



*Photos Provided By: Jeff Koehn*

# 2023 Sponsorship Package



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# History of the event

For over 30 years the southwest Florida holiday season officially begins on the first Saturday of December when over **20,000** people gather for the largest celebration between Tampa and Miami. The Holiday Festival of Lights is a Cape Coral heritage event.



The Holiday Festival of Lights is the **FEEL GOOD** event of the year held on Cape Coral Parkway in Downtown Cape Coral. It's over 3/4 of a mile of holiday attractions, performances, vendors, food, and refreshments to ring in the season.



The stars of the event are the official lighting of the city Christmas tree and the arrival of Santa Claus. Dignitaries and major sponsors are included in the tree lighting ceremony, Santa then arrives to light the tree and meet the children that includes **FREE** pictures with Santa.



Throughout the 3/4 mile event will be 3 Holiday performance stages with local dance troupes, schools, choirs and others performing their holiday programs.

The Holiday Festival of Lights will have a variety of sponsors and vendors that will line the Parkway, many offering **FREE** gifts and registration for prizes, along with food vendors providing a multitude of festival food to everyone in attendance.

The Holiday Festival of Light is the "biggest small town holiday celebration" in the country and should not be missed.



CHAMBER OF COMMERCE OF  
**CAPE CORAL**

# Event Sponsorship

# Marketing



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**CAPE CORAL**

## Radio

Renda Broadcasting Group

## Television

FOX 4

## Newspaper

The News-Press

The Daily Breeze

## Outdoor

Lamar Billboard

Bridge Banner

## Internet/ Magazines

Social Media

## Chamber

Event Poster

Chamber Trends Monthly

E-magazine

E-Trends weekly newsletter

Event forms & applications

Chamber Lunch Power Point Slide

Event emails

Media Press Releases

Welcome Center TV Ad

## At Event

Customized Event Space

Banner Space

Event Signage & Stage Announcements

Tree Lighting Ceremony Speech





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## **2023 Sponsorship Levels**

### **Major - \$5,000**

Includes Logo on: The News-Press Ad, The Daily Breeze Ad, Event Poster, Chamber Trend Ads (2 Months), Chamber E-Trend Ads (4 Weeks), Chamber Luncheon Slide, Name in text on Event Emails, Also included: Mention on Performance Stages, Mention at Tree lighting ceremony, 10x10 Tent, 2 Tables & 4 Chairs, Lights & electrical access and Banner hung in event

### **Supporting - \$2,500**

Includes: The News-Press Ad (text), The Daily Breeze Ad (text), Event Poster (Small Logo), Trend Ads (2 Months-text), E-Trend Ads (4 Weeks-text), Luncheon Slide (text), Name in text on Event Emails, Mention on Performance Stages, Mention at Tree lighting ceremony, 10x10 Tent, 2 tables & 4 chairs, Lights & electrical access and Banner hung in event

### **Promotional - \$500 (only 10 available)**

Web Sponsor Page Text/link, Poster (text), Name in text on Event Emails, Mention on Performance Stages, 10x10 Space, Electrical access and Banner hung in event

### **Banner—\$99**

Banner provided by company displayed in event. Name in text on bottom of poster.



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## SPONSORSHIP APPLICATION

**Please select all that apply:**

- Major \$5,000
- Supporting \$2,500
- Promotional \$500
- Banner Sponsor \$99

**Total amount due for sponsorship: \$ \_\_\_\_\_**

*Please make sure all checks are make out to: **Chamber of Commerce of Cape Coral**  
**Payment due upon receipt.** Banners for all sponsorships are due no later than December 1<sup>st</sup>, 2023  
 All logos must be submitted with signed sponsorship application.*

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Contact Title

\_\_\_\_\_  
Company Address (including city, state, zip)

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Fax Number

**Payment Type:** *(please check one)*

Check

Cash

Credit Card

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
CVV Code

\_\_\_\_\_  
Zip Code

\_\_\_\_\_  
Type of Card

\_\_\_\_\_  
Name on card

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Send completed form to:** Michelle@capecoralchamber.com Fax to: 239-549-9609 or mail to 2051 Cape Cor-  
 al Parkway E, Cape Coral, Florida 33904 ATTN: Holiday Festival of Lights  
**Contact Michelle at (239) 549-6900 x111 for additional details**



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