



HOLIDAY LIGHTS *on the RIVER*

Event Overview

Years in Existence: 9

Estimated Attendance: 58,000 individuals (56,000+ attended in 2009)

Purpose: People love to see the sparkle of holiday lights and this annual event provides the perfect way to celebrate the holiday season with a magical two-mile drive through light show featuring more than a million sparkling lights. Each year's show unveils a number of ingenious new themes and stunning holiday displays.

Description: For 39 enchanting nights, Saluda Shoals Park comes alive with more than 400 brilliant light displays, many of them animated. A Holiday Lights favorite and highlight of the show is the Dazzling Dancing Forest – a grove full of dancing woodland trees synchronized to classical and whimsical music. In addition to all the traditional favorites, visitors will explore the brand new *Wetland Wonderland Walking Trail* located along the boardwalk in the Saluda Shoals Wetland Preserve. This unique area will feature animated light displays of the wildlife found at Saluda Shoals Park.

From December 16-23 only, visitors can enjoy the *Nights of Wonder*, eight activity-filled evenings for all ages. Individuals and families can take a hay ride, horse-drawn carriage ride, or a trip on the Saluda Shoals Choo Choo or take a slide on the Winter Wonder Ride. The fun also includes making crafts, sipping hot chocolate and roasting marshmallows. Children will enjoy visiting with Santa and can have a keepsake photo made during this delightful holiday event.

Partnership Levels

Presenting Partner	\$10,000	Sleigh Bell Trot	\$3,000
Nights of Wonder	\$7,500	Prancer's Partners	\$1,000
Santa's Circle	\$5,000	Comet's Cohorts	\$500
Wetland Wonderland	\$5,000		

Partners Early Bird Discount Rates

All partners may purchase tickets at an Early Bird discounted rate. **Pre-order deadline is November 10, 2011.** *Quantity limits apply, see below.* Call Dolly G. Patton at 213-2035 or dpatton@icrc.net for details.

Vehicle	Ticket Price	Discount	Sponsor Level	Ticket Limit
Car	\$10	\$5	\$7,500 +	200
15-Passenger Van	\$20	\$10	\$5,000	100
Bus & RV	\$35	\$17.50	\$3,000	50
			\$1,000	20
			\$500	10



HOLIDAY LIGHTS *on the RIVER* Marketing Overview

Marketing & Promotion:

2010 Radio Partner: Citadel Broadcasting

Radio: 60-second commercials (November 23-December 28) on the following stations: B106.7 FM, Oldies 103 FM, WIS News Talk Radio AM, The Game, Kiss 98.5 FM, and WCOS FM. Radio coverage also includes ticket giveaways, on-air mentions, and online promotions. Additional radio included WCOS FM and Steve FM

2010 Television Partner: WIS TV - 60-second television commercials (November 23-December 31). Schedule included Today Show, and other prime time slots.

Advertisements: Weekly ads (November 24-December 28) in local and regional publications including The State Newspaper, Free Times, Lexington Life Magazine, and Palmetto Parent Magazine.

Press Releases: Press releases sent 3-4 times during the event to local and regional media outlets. Holiday Lights 2010 included the State newspaper, Irmo News, Lexington Chronicle, Free Times.

On-air mentions: Mentions on WIS, WLTX, WACH Fox and WOLO.

ICRC Activity Guide: Cover Photo and full page ad. Distributed to 50,000+ households.

Internet: Promotion on ICRC Website, Citadel Broadcasting website, Clear Channel website, and numerous Community Calendars including TV stations, newspapers, Lake Murray Tourism, Irmo Chamber of Commerce, Columbia CVB and YouTube. Email advertisements were also sent through Top 10 Things to do in Columbia as well as ICRC email blasts.

Promotional Postcards: Promotional cards distributed in November and December at sponsor locations and ICRC parks.

Marquee Signs: Promotion in November and December at all three ICRC parks.

Quotes:

“What a great Holiday attraction for Lexington County! A wonderful event for all age groups! A great way to get into the holiday spirit with your family and friends”!

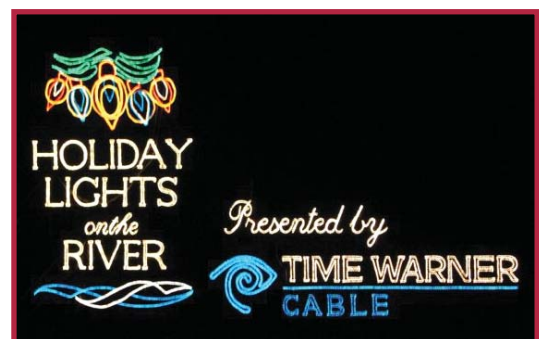
Karen Thompson, Richland County

“I especially love this event as it affords me the opportunity to enjoy the event by car as I have limited capability for walking. I look forward to this each year”!


Ann Lind, Richland County



- ✧ Name/Logo recognition on sign at Saluda Shoals Park entrance.
- ✧ Ongoing promotion on radio frequency designated for Holiday Lights during entire event.
- ✧ Logo recognition in select Holiday Lights promotions. (Print advertising, 10,000 club cards)
- ✧ Ad in the Holiday Lights program. (Full page color ad w/your logo (8.5 x 11), Approx. 15,000 programs printed – due by Nov. 1)
- ✧ Logo recognition in the ICRC Quarterly Guide. (50,000+ distributed – due by Aug. 30)
- ✧ Logo recognition on the ICRC website with link to sponsor website.
- ✧ Recognition in Media Promotions.
 - Citadel Broadcasting – more than \$88,000 in on-air promotion and radio advertising.
 - TV – 3 weeks of ads reaching 993,000 viewers.
 - Print – ads in The State Newspaper, Free Times, Palmetto Parent and other regional and weekly publications.
 - Email – Logo recognition in email marketing campaign sent out to over 6,000 Park users.
- ✧ 25 tickets to the Chairman’s Lighting Ceremony & Reception.
- ✧ Opportunity for Presenting Sponsor to speak at the Chairman’s Lighting event. (limit 2 minutes)



November 23-December 31, 2011, Saluda Shoals Park
 Brought to you by the Irmo Chapin Recreation Commission



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Nights of Wonder Partner **\$7,500**

December 16-23, 2011, Holiday Lights visitors can enjoy eight fun-filled evenings of family activities including: Red Nose Express hayrides, Saluda Shoals Choo-Choo rides; horse-drawn carriage rides, marshmallow roast, arts & crafts and a visit with Santa.

- ✧ Name/Logo recognition on sign at entrance to Nights of Wonder.
- ✧ Ongoing promotion on radio frequency designated for Holiday Lights during entire event.
- ✧ Logo recognition in select Holiday Lights Promotions. (Print advertising, 10,000 club cards)
- ✧ Ad in the Holiday Lights program. (Full page color ad w/your logo (8.5 x 11), Approx. 15,000 programs printed – due by Nov. 1)
- ✧ Logo recognition in the ICRC Quarterly Guide. (50,000+ distributed – due by Aug. 30)
- ✧ Logo recognition on the ICRC website with link to sponsor website.
- ✧ Recognition in select Media Promotions.
 - Print – ads in The State Newspaper, Free Times, Palmetto Parent and other regional and weekly publications.
 - Email – Logo recognition in email marketing campaign sent out to over 6,000 Park users.
- ✧ 20 tickets to the Chairman’s Lighting Ceremony & Reception.



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Dancing Forest Partner	\$5,000
Wetland Wonderland Partner	\$5,000

- ✧ Logo recognition on sign at the Dazzling Dancing Forest or logo recognition on sign at the Wetland Wonderland. (18 x 24)
- ✧ Logo recognition in select Holiday Lights Promotions. (Print advertising, 10,000 club cards)
- ✧ Ad in the Holiday Lights program. (Half page color ad w/your logo (5.5 x 8.5), Approx. 15,000 programs printed - due by Nov. 1)
- ✧ Logo recognition in the ICRC Quarterly Guide. (50,000+ distributed- due by Aug. 30)
- ✧ Logo recognition on the ICRC website with link to sponsor website.
- ✧ Recognition in select Media Promotions.
 - Print – ads in the State newspaper, Free Times, Palmetto Parent and other regional and weekly publications.
 - Email – Logo recognition in email marketing campaign sent out to over 6,000 Park users.
- ✧ 10 tickets to the Chairman’s Lighting Ceremony & Reception.



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HOLIDAY LIGHTS *on the RIVER*

Sleigh Bell Trot Partner

\$3,000

A 5-K certified run and family fun walk through the Saluda Shoals Park amid the Holiday Lights displays to be held November 22 beginning at 5:30 p.m. (Rain Date TBD). Each participant receives a t-shirt and jingle bell wristband to provide festive sounds as runners make their way to the finish line for refreshments and awards.

- * Logo on registration form. (1,000 distributed; due by Sept. 30)
- * Opportunity to hand your banner at Sleigh Bell Trot. (Hung at Registration/Check-in)
- * Recognition on promotional T-shirt distributed to runners & walkers. (1,200 participants in 2009)
- * Ad in the Holiday Lights program. (Half page color ad w/your logo (5" x 8"), Approx. 15,000 programs printed - due by Nov. 1)
- * Logo recognition in the ICRC Quarterly Guide. (50,000+ distributed - due by Aug. 30)
- * Logo recognition on promotional card. (Due by Oct. 28)
- * Logo recognition on the ICRC website with link to sponsor website
- * Opportunity to speak before the event. (limit 2 minutes)
- * 8 tickets to the Chairman's Lighting Ceremony & Reception.



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Prancer's Partner

\$1,000

- ❖ Logo recognition on Large Light Display sign. (18 x 24)
- ❖ Ad in the Holiday Lights program. (Quarter page ad w/your logo (2 ^{3/4} x 4 ^{1/4}), Approx. 15,000 programs printed - due by Nov. 1)
- ❖ Listed recognition in the ICRC Quarterly Guide. (50,000+ distributed - due by Aug. 30)
- ❖ Listed recognition on the ICRC website with link to sponsor website.
- ❖ 4 tickets to the Chairman's Lighting Ceremony & Reception.



Comet's Cohorts

\$500

- ❖ Shared recognition on Light Display Sign; 2 partners per sign. (18 x 24)
- ❖ Ad in the Holiday Lights program. (Business cardsize ad, Approx. 15,000 programs printed - due by Nov. 1)
- ❖ Listed recognition on the ICRC website.
- ❖ 2 tickets to the Chairman's Lighting Ceremony & Reception.



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2010 Holiday Lights Partners

Presenting Partner

Time Warner Cable

Nights of Wonder Partner

Lexington Medical Center

Dancing Forest Partner

Waste Management, Inc.,

Sleigh Bell Trot Partner

Blue Cross Blue Shield of SC

McNair Law Firm

Radio Partners

WTCB B106.7 FM

Kiss 98.5 FM

Oldies 103 FM

WIS Radio 1320 AM

107.5 FM The Game

Comet's Cohorts

Carolina Counseling Associates

Chao & Associates

Gibson & Associates

Oliver Gospel Mission

River Runner Outdoor Center

Shady Grove Construction

Southern Patriot

Whitehall Carpet Cleaning

Prancer's Partners

Carolina First Bank

Colonial Life

First Community Bank

Free Times

Meetze Plumbing

Mid Carolina Electric Cooperative

Nexsen Pruet, LLC

Palmetto Parent Magazine

Palmetto Smiles

Parker Poe Adams & Bernstein, LLC

Professional Printers

SCE&G

Trevett's Direct

WIS-TV 10

Santa's Helpers

Sign it Quick