



HOLIDAY LIGHTS *on the* RIVER



SALUDA SHOALS PARK



2022 SPONSORSHIP
INFORMATION



**IRMO CHAPIN
RECREATION
COMMISSION**



HOLIDAY LIGHTS ON THE RIVER

The Midlands Largest Drive Through Light Show!

November 20-December 31, 2022

Holiday Lights on the River attracts visitors from throughout the Midlands, the state of South Carolina, across the county, and beyond. In 2021, Holiday Lights welcomed **more than 103,500 people** who came to enjoy the more than 400 themed, animated displays and one million sparkling lights of this spectacular holiday light show!

HOLIDAY LIGHTS QUICK FACTS

- 42 MAGICAL NIGHTS
- 20 YEARS IN EXISTENCE
- MORE THAN 103,500 ATTENDEES
- 35 FT. CHRISTMAS TREE
- 1 MILLION + LIGHTS
- 400+ ANIMATED DISPLAYS

PRESENTING SPONSOR | \$20,000 | ONE (1) AVAILABLE

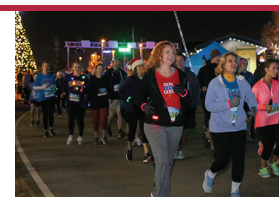
- Name/Logo in lights on 20' x 16' sign at Saluda Shoals Park St. Andrews Road entrance; additional sign at Holiday Lights exit (estimated 33,000 weekly impressions)
- Name recognition on Holiday Lights ticket as presenting sponsor (28,000 tickets printed)
- Logo recognition in select Holiday Lights advertising and promotions
 - Radio – five (5) weeks on-air promotion and radio advertising reaching 400,000 listeners
 - TV – five (5) weeks of ads reaching 993,000 viewers
 - Print – five (5) weeks of ads in Free Times
 - Email – Logo recognition in email marketing campaigns sent out to 8,000 park patrons
- Opportunity to speak at the Chairman's Lighting Ceremony (limit two minutes)
- Ad in the online Holiday Lights program. (119,935 views, full page color ad, 8"W x 10"H, due Oct. 28)
- Logo recognition in the online ICRC Quarterly Guide (estimated 10,000 impressions, due Sept. 22)
- Logo recognition in the Holiday Lights rack card (5,000 distributed, due Sept. 30)
- Logo recognition on the ICRC website with link to sponsor website
- Twenty-five (25) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 200 Holiday Lights passes at a 50% discount



PRESENTING SPONSOR
less than \$468 per day

PLATINUM AREA OR EVENT SPONSOR | \$7,000

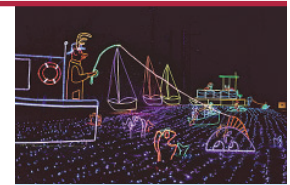
- Logo recognition on four (4) 24" x 36" signs within sponsored area (area sponsor only)
- Logo recognition in select Holiday Lights advertising and promotions (area sponsor only)
 - Print – five (5) weeks of ads in Free Times
 - Holiday Lights rack card (5,000 distributed, due Sept. 30)
- Opportunity to display your company banner prominently (event sponsor only)
- Opportunity to speak (limit two minutes) during opening ceremonies (event sponsor only)
- \$20 discounted event tickets for twenty (20) employees (event sponsor only)
- Logo recognition on select event advertising/promotional items (due Sept. 30) (event sponsor only)
- Opportunity to have a booth at event or area
- Logo recognition in email marketing campaign sent out to 8,000 park patrons
- Logo recognition on the ICRC website with link to sponsor website
- Ad in the online Holiday Lights program (119,935 views, half page color ad, 5"H x 8"W, due Oct. 28)
- Ten (10) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 100 Holiday Lights passes at a 50% discount



PLATINUM SPONSOR
less than \$167 per day

GOLD DISPLAY OR ACTIVITY SPONSOR | \$5,000

- Logo recognition on two (2) signs (24" x 36") at selected extra large light display
- Email – recognition in email marketing campaign sent out to 8,000 park patrons
- Ad in the online Holiday Lights program (119,935 views, half page color ad, 5"H x 8"W, due Oct. 28)
- Opportunity to have a booth (activity sponsor only)
- Logo recognition on the ICRC website with link to sponsor website
- Eight (8) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 75 Holiday Lights passes at a 50% discount



GOLD SPONSOR
less than \$120 per day

SILVER DISPLAY SPONSOR | \$3,500

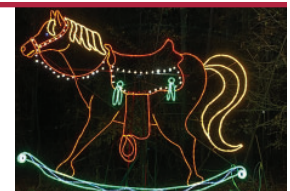
- Logo recognition on two (2) signs (24" x 36") at selected large light display
- Recognition in email marketing campaign sent out to 8,000 park patrons
- Ad in the online Holiday Lights program (119,935 views, one third page color ad, 3.5"H x 5"W, due Oct. 28)
- Logo recognition on the ICRC website with link to sponsor website
- Eight (8) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 50 Holiday Lights passes at a 50% discount



SILVER SPONSOR
less than \$84 per day

BRONZE DISPLAY SPONSOR | \$1,500

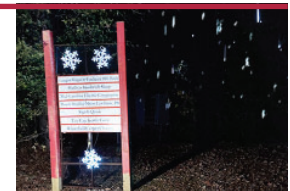
- Logo recognition on one (1) sign (24" x 36") at selected medium light display
- Ad in the online Holiday Lights program. (119,935 views, quarter page color ad, 2.5"W x 4"H, due Oct. 28)
- Listed recognition on the ICRC website with link to sponsor website
- Four (4) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 20 Holiday Lights passes at a 50% discount



BRONZE SPONSOR
less than \$36 per day

COPPER DISPLAY SPONSOR | \$750

- Shared recognition on signage located at the Copper Level light display (limit 12)
- Ad in the online Holiday Lights program (119,935 views, business card size color ad, 3.5"W x 2"H, due Oct. 28)
- Listed recognition on the ICRC website
- Two (2) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 10 Holiday Lights passes at a 50% discount



COPPER SPONSOR
less than \$18 per day

SPONSOR'S EARLY BIRD DISCOUNT TICKET RATES

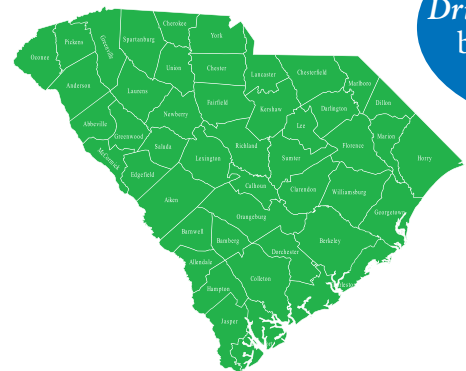
All sponsors may purchase tickets at an Early Bird discounted rate. **Pre-order deadline is November 18, 2022.** *Quantity limits apply, see below. Partner benefits begin November 20 and run through December 31, 2022.*

PARTNERSHIP	LEVEL	TICKET LIMIT	DISCOUNT PRICE	DEADLINE
Presenting Sponsor	\$20,000	200	\$12.50	Nov. 18, 2022
Platinum Area/Event Sponsors	\$7,500	100	\$12.50	Nov. 18, 2022
Gold Display/Activity Sponsor	\$5,000	75	\$12.50	Nov. 18, 2022
Silver Display Sponsor	\$3,500	50	\$12.50	Nov. 18, 2022
Bronze Display Sponsor	\$1,500	20	\$12.50	Nov. 18, 2022
Copper Display Sponsor	\$750	10	\$12.50	Nov. 18, 2022

2021 HOLIDAY LIGHTS ON THE RIVER BY THE NUMBERS

 **103,500 PEOPLE**
attended Holiday Lights

SC VISITORS



Voted *Best Drive-Through Event* by readers of the *Free Times!*



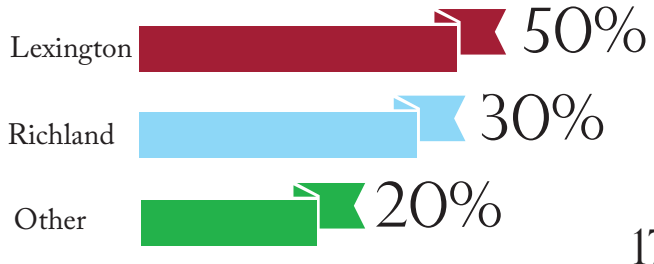
Came from Aiken, Allendale, Anderson, Bamberg, Barnwell, Calhoun, Darlington, Fairfield, Florence, Greenville, Horry, Kershaw, Lancaster, Lexington, McCormick, Newberry, Orangeburg, Richland, Saluda, Spartanburg, Sumter, Union and York.

OUT-OF-STATE VISITORS



Came from Alabama, California, Florida, Georgia, Illinois, Maryland, North Carolina, New York, Ohio, Pennsylvania, Tennessee, and Virginia and several countries.

VISITOR BREAKDOWN




MARKETING & ADVERTISING

 WEBSITE
166,907 Page views | 60,395 Users
Nov. 1, 2021-Dec. 31, 2021

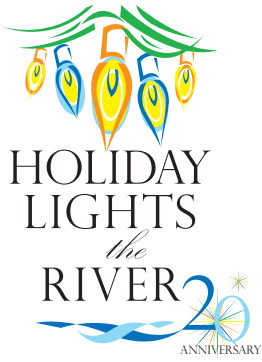
 SOCIAL MEDIA
More than 29,000 followers across Facebook, Instagram and Twitter

 EMAIL
Average 30% open rate | 2.5% click rate

 MEDIA IMPRESSIONS
Radio - 371,300 per month broadcast
28,200 per month mobile streaming
46,700 per month station sites
Cable and Network TV - 2.6 million television impressions/views in the 11 county DMA, reaching 97% of adults
813k digital and social impressions/views via WLTX.com, WIS.com and Facebook with 2,473 engagements
Digital - 70,436 views
Print - More than 100,000 readers each week in print and online

AVERAGE AGE of participants





2022 SPONSORSHIP AGREEMENT FORM

November 20-December 31, 2022

YES! I WOULD LIKE TO BE A HOLIDAY LIGHTS ON THE RIVER SPONSOR

Holiday Lights Sponsorship Levels (please select your level)

- | | |
|--|---|
| <input type="checkbox"/> Presenting Sponsor – \$20,000 | <input type="checkbox"/> Silver Display Sponsor – \$3,500 |
| <input type="checkbox"/> Platinum Area/Event Sponsor – \$7,000 | <input type="checkbox"/> Bronze Display Sponsor – \$1,500 |
| <input type="checkbox"/> Gold Activity/Display Sponsor – \$5,000 | <input type="checkbox"/> Copper Display Sponsor – \$750 |

Total Amount Enclosed \$ _____ Please make check payable to Saluda Shoals Foundation

Email or mail agreement to:

Email: cbickley@icrc.net
Saluda Shoals Foundation
Attn: Christina Bickely
5605 Bush River Road
Columbia, SC 29212

Company Name: _____

Contact Person: _____

Address: _____

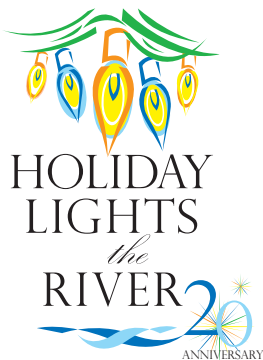
City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

Signature: _____ Date: _____

For questions or additional information, please contact Christina Bickley at (803) 213-2035 or cbickley@icrc.net.





SPONSORS EARLY BIRD TICKET ORDER FORM

Thank you so much for your support of Holiday Lights on the River. This year, Holiday Lights will run November 23-December 31, 2022 from 6:00-10:00 P.M. at Saluda Shoals Park. The Chairman's Lighting will be Sunday, November 20, followed by the Sleigh Bell Trot (Nov. 21) and Stroll (Nov. 22).

As a partner, you are eligible to receive Early Bird discounted passes (50% discount). *Quantity Limits Apply – see below.* Please complete the form below and return to Christina Bickley **before November 18, 2022.** If you have any questions, please contact Christina at 803-213-2035 or email cbickley@icrc.net. Thanks for your support.

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

<u>SPONSOR LEVEL</u>	<u>TICKET LIMIT</u>
\$20,000	200
\$7,000	100
\$5,000	75
\$3,500	50
\$1,500	20
\$ 750	10

<u>Vehicle</u>	<u>Regular Rates</u>	<u># of Tickets x Discounted Rate</u>	<u>Total</u>
Cars	\$25	_____ x \$12.50	\$ _____
Total Amount Enclosed \$ _____			\$ _____

Please make checks payable to: Saluda Shoals Foundation

Email or mail agreement to:

Email: cbickley@icrc.net
Saluda Shoals Foundation
Attn: Christina Bickely
5605 Bush River Road
Columbia, SC 29212

