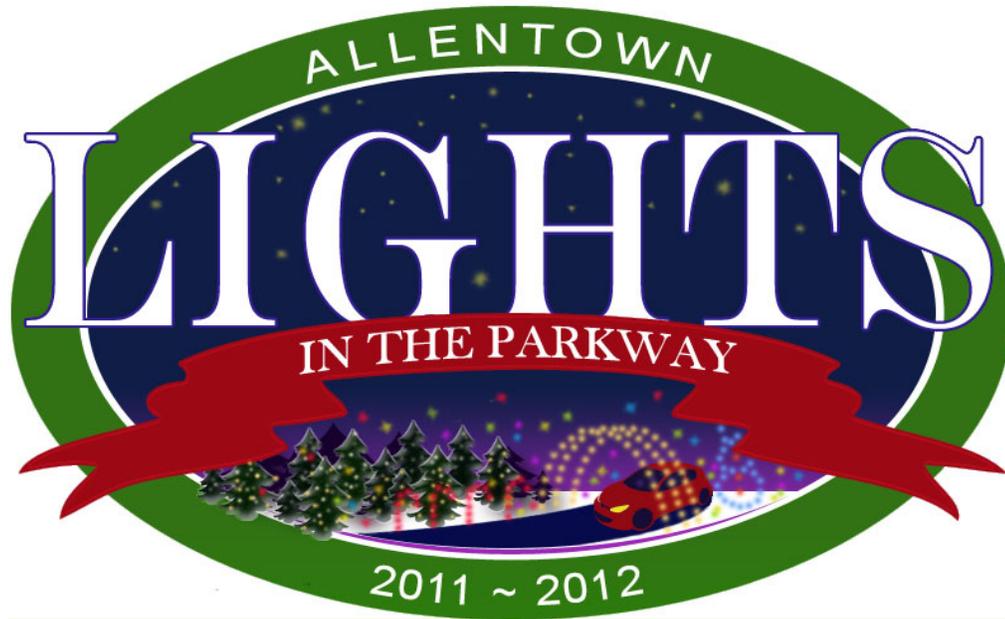


Your sponsorship is needed!



A drive-through light display covering more than a mile of Allentown's beautiful Lehigh Parkway and featuring lighted trees, tunnels and animated displays.

Preview weekend: November 25-27th  
December 2, 2011 through January 1, 2012



## History of Lights in the Parkway



From the very beginning, Lights in the Parkway has been symbolic of the holiday season because of its collaborative nature. Hundreds of people work together to make this special event possible including volunteer organizations, City of Allentown employees, hotel operators and the many local business owners who give generously to help sponsor the display.



Allentown's Lights in the Parkway was established in 1996...it began as a flicker and is now a full-blown dream come true. It has become a symbol of community spirit that burns brightly as it draws hundreds of local volunteers and hundreds of thousands of visitors. Although Lights in the Parkway has evolved through the years, the tradition of charging per vehicle rather than per person remains constant. Therefore, Lights in the Parkway continues to be the most affordable holiday experience in the Greater Lehigh Valley attracting families and groups of all ages.



## Extensive Marketing Exposure

Lights in the Parkway is now in its sixteenth shining season. From 1996 through 2009 approximately two million visitors from nearly every state in the country have enjoyed the display. During the 2010-2011 season 18,372 vehicles visited the display...on average that's more than 600 vehicles nightly! This means 7 weeks of high-profile awareness for corporate sponsors.



## Give Back to the Community

Proceeds from Lights in the Parkway benefit non-profit, volunteer organizations. To date, Lights in the Parkway has donated \$301,366.08 to non-profit organizations from scout troops to little league and high school teams, fire police and more.



# This Season in the Parkway

## Dates & Time

Preview weekend November 25th – 27th

December 2nd through January 1st open nightly from 5:30 to 10 PM (closed Christmas Day)

**Location:** Little Lehigh Parkway, Allentown, PA

## New Features

In 2009-2010 horse-drawn carriage rides and ice-carving were added and will be a part of the coming season due to their popularity. A Lights in the Parkway 5K and walk through evening were brand new for the 2010-2011 Season and were tremendously successful and will be a part of this annual event for years to come.

## Goals for 2011-2012 Season

- To convert more bulbs to LED as they use 72% less electricity than our current bulbs
- Purchase a new display to add to our collection

## Price Per Vehicle:

\$6 for advance and \$10 at the gate

## Gift Barn

Includes fine crafts and unique gift ideas, refreshments and the opportunity to visit with Santa

## Music

Holiday music and messages exclusively for display visitors can be heard on 98.3 FM



**Be a part of this magical Allentown tradition - become a sponsor today!**

Sponsorships are limited so don't delay.

For more information contact  
Tara Craig at 610-437-7530 or [craigt@allentowncity.org](mailto:craigt@allentowncity.org)



## 2011- 2012 Sponsorships Levels and Benefits

	Luminary	Celestial	Stellar	Aurora	Starlight	Meteor
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Print Advertising	Yes					
Radio Advertising	Yes					
One Free Private Carriage Ride	Yes					
Online Advertising	Yes	Yes				
Television Advertising	Yes	Yes				
Speak at Press Conference	Yes	Yes				
Lighted Custom Signage On-Site	Yes	Yes	Yes			
Back of Tickets	Yes	Yes	Yes			
Back of Discount Coupons	Yes	Yes	Yes			
Posters	Yes	Yes	Yes	Yes		
Logo on Lights Website	Yes	Yes	Yes	Yes		
Link to Your Website	Yes	Yes	Yes	Yes		
Free Carriage Passes	8	6	4	2		
Mention on Lights Website	Yes	Yes	Yes	Yes	Yes	
Inclusion in Press Release	Yes	Yes	Yes	Yes	Yes	
Sponsor handouts/give-away	Yes	Yes	Yes	Yes	Yes	
Parkway Radio Advertising	Yes	Yes	Yes	Yes	Yes	Yes
Use of "Lights" Logo	Yes	Yes	Yes	Yes	Yes	Yes
Discounted Advance Sale Tickets	Yes	Yes	Yes	Yes	Yes	Yes
Advertisement in Program Book	Full Page	1/2 Page	1/4 Page	1/6 Page	Logo	Listing
Free Admission Passes	150	100	50	25	10	5



**City of Allentown 2011-2012 Lights in the Parkway  
Sponsor Commitment Sheet**

Our organization, \_\_\_\_\_, would like to partner with the City of Allentown and support Lights in the Parkway's 2011-2012 Season.

We would like to receive the benefits of the level indicated below:

- Title Sponsor - \$50,000
- Luminary Sponsor - \$10,000
- Celestial Sponsor - \$7,500
- Stellar Sponsor - \$5,000
- Aurora Sponsor - \$2,500
- Starlight Sponsor \$1,000
- Meteor Sponsor - \$500
- Other

Please send an invoice to this address:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

A check is enclosed in the amount of \_\_\_\_\_.

Please keep me informed about Allentown's 250<sup>th</sup> Anniversary Celebration, which will be occur in 2012.

Contact information:

Name \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Please contact me to discuss these opportunities and other ways we can partner.

