



38th Annual
SUMMERLAND
FESTIVAL
OF
LIGHTS

November 28, 2025

Sponsor Partnership
Opportunities

Prepared by



DESTINATION
SUMMERLAND



SUMMERLAND FESTIVAL OF LIGHTS

The Summerland Festival of Lights is an Okanagan annual tradition, that attracts over ten thousand residents and visitors to come together to celebrate the launch of the festive season.

Festival goers come year after year to enjoy great food, amazing entertainment and tons of family fun, while being inspired by the holiday lights and ambiance of Summerland's intimate downtown streets.

In the Okanagan...The Summerland Festival of Lights is THE official start to the Holiday Season!

The Summerland Festival of Lights is truly a community event that we can all take pride in. The extraordinary success of our festival is only possible with the partnership, cooperation, and support of local businesses, organizations, and individuals.

We know that local businesses are constantly being asked for support and financial assistance from a plethora of worthy groups and organizations. Destination Summerland works diligently to ensure partnerships have a demonstrable value along with recognition of the much appreciated support on a variety of communication platforms, including, but not limited to, printed material, radio advertising, social media and promotion during the event.

The Summerland Festival of Lights has numerous Partnership Sponsor opportunities at many levels to provide your business a good return on your sponsorship investment.

This event is extensively marketed throughout the Okanagan on a multitude of platforms. Media will include widespread on-line, print and radio promotion.

The Festival of Lights continues to grow!

- More than 10,000 attended the 2024 event, both local and visitors alike
- There were more than 20,000 page views of the summerlandlightup.com (now visitsummerland.com) website and 10,000 distinct visitors in leading up to the event in 2024
- The Festival of Lights Facebook page has over 5k followers



SPONSOR BENEFITS

DIAMOND
\$6,500

PLATINUM
\$4,000

GOLD
\$2,500

SILVER
\$1,500

BRONZE
\$1,000

The opportunity to become **"Title"** sponsor of a festival component
Main Stage/2nd Stage/Family Fun Zone/Fireworks



Speaking opportunity at event



Company name (*"Title" sponsor ONLY*) showcased in produced radio promotional spots



Invitation to the VIP exclusive reception on the evening of Light Up



Full-screen logo and recognition on looping sponsor reel on Main Stage



Maximum recognition on all of the social media and print platforms used to promote the festival



Enhanced Master of Ceremony recognitions on the Main Stage



Complimentary booth or activity space on Main Street



Destination Summerland e-blasts to over 850 businesses and organizations

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Your logo and recognition as a sponsor (*your tier*) on all promotional materials including the official Festival of Lights graphics



Master of Ceremony recognition on the Main Stage



Shared-screen logo and recognition on looping sponsor reel on Main Stage



Recognition as a sponsor (your tier) on all of the social media outlets



THANK YOU!

For additional information or to discuss your sponsorship opportunity please contact:

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