

MANDAN
Holiday Lights
ON MAIN

**VISIT
MANDAN**
WHERE THE WEST BEGINS

Corporate Benefits

Exceptional Brand Exposure

Gain significant exposure in a community-focused setting, showcasing your brand to a wide, engaged audience

Community Connection and Goodwill

Demonstrate your commitment to the community by supporting a family-friendly, holiday event that warms the heart during the chilly season

Strategic Marketing

Connect with local families, community leaders and professionals, enhancing your businesses networking reach through a central Holiday attraction

HOLIDAY LIGHTS SPONSORSHIP OPPORTUNITY

INVITATION TO PROSPECTIVE BUSINESS SPONSORS

Boost your brand's presence by joining as a sponsor of the esteemed annual Holiday Lights event in Mandan's vibrant downtown. Established in 2022, The Holiday Lights on Main has evolved into a premiere holiday season experience that showcases dazzling Christmas displays and various activities that provide for great photos, cheerful hearts and a fitting community activity throughout the beginning of the winter months.

DID YOU KNOW?

The Holiday Lights is a FREE, sponsored event that brings over 56,000 attendees outside and together during the holiday season

EVENT OVERVIEW

The Annual Holiday Lights on Main kicks off on Black Friday and occurs for 45 nights in Downtown Mandan until New Years; it is a delightful blend of Christmas displays, the occasional cup of hot chocolate, firepits, music and is often brought to life each night by a community sponsor. As a hub of community spirit, the Holiday Lights appeals to anyone with a sprinkle of Christmas Spirit. Sponsoring this event means more than just supporting a local tradition; it's an opportunity for businesses to gain visibility through banner displays, media mentions and Holiday Magic, while actively participating in a cherished community highlight.

Questions?

701-751-2983

info@mandanprogress.org

VisitMandan.com



Mandan's Annual Holiday Lights on Main

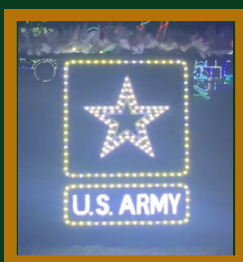
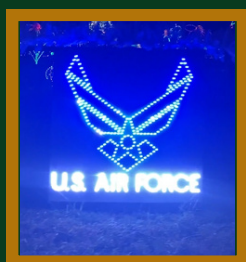
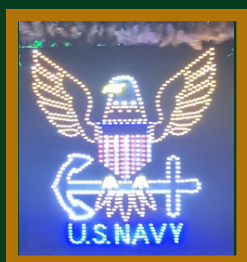
GALLERY COLLECTION



THE HOLIDAY LIGHTS ON MAIN



MILITARY CHRISTMAS TREE DISPLAY



4ft Insignia

This year the MPO is brightening the Holiday Lights on Main by shining a light on the brave men and women who serve and have served our country.

This new landmark addition to the Holiday Lights consists of eight separate displays, seven are 4-5ft insignias, one for each branch of the military:

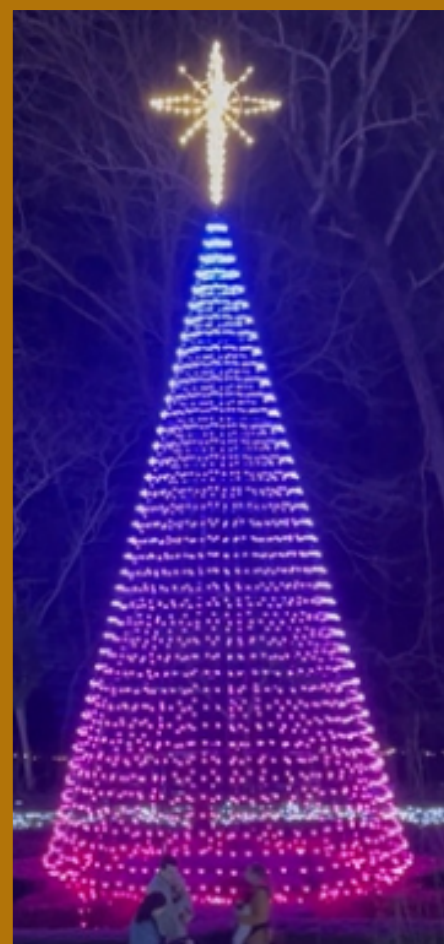
- Space Force, Marines, Coast Guard, Navy, Air Force, Army and ND National Guard

The showpiece of the display will be a 27ft tall RGB Christmas tree showcasing red, white and blue while topped by a 4ft star. The whole display will be weather resistant and designed to pop in clarity during the day and night throughout the holiday season

CURRENT FOUNDING PARTNERS:

- Bismack VFW
- Mandan American Legion
- Mandan Eagles
- Bismack Amvets
- Mandan Lions
- Mandan Moose
- Mandan Hockey Club
- Dakota Leathernecks 1199
- Bismack American Legion
- H.A. Thompson & Sons
- The Flagpole Guy
- (In Part) Bismack Eagles
- (In Part) Bismack Elks

31ft Red, White & Blue Christmas Tree



HOW CAN YOU HELP?

The MPO is looking for **20 founding partners at \$4,000** apiece to help us purchase this display. As reward your companies name will be proudly displayed along with the other founding partners on a 5ft plaque that will be showcased next to the display every holiday season.

Your contribution supports the MPO, our local military and provides a lasting mark with the community for generations to come.

Please contact our office to express your interest or reach out with questions. We look forward to working with you!

Interested in Supporting the Military Display?

Triston Kosek

701-751-2983 || Triston@MandanProgress.org

Mandan's Annual Holiday Lights on Main

SPONSORSHIP LEVELS



CHRISTMAS LIGHTS - 5 YEAR PARTNERSHIP

Interested in becoming a partner? Please call us 701-751-2983

\$10,000

- Named as one of our Top Community Partners for the "Holiday Lights on Main"
- Logo recognition on all print material, event banners and special banner signage
- ½ page ad in the Mandan Magazine Holiday Edition Nov-Dec Issue
- Mention in TV (Logo), Radio (Name), Event Website (Logo) and social media campaigns
- Complimentary special mention in social media and our monthly newsletter
- **Host 2 "Night at the Lights,"** a holiday lights night hosted and presented by you. It's the ultimate opportunity to brand your business, hand out goodies, fundraise for a charity and connect with the community
- Large logo placed on "main attraction" event banner

STANDARD & SIGNATURE CHRISTMAS ORNAMENTS

DISPLAY SPONSOR (MULTI-YEAR DEAL)

ANNUAL SPONSORSHIP RANGE
\$3,500 - \$10,000

- Special sponsorship of a Signature Holiday Lights Display (Available displays attached)
- ½ page ad in the Mandan Magazine Holiday Edition Nov-Dec Issue
- Logo on event website and name/logo mentioned in social media campaign
- Business logo on event banners and advertising signage
- Logo affixed to a special holiday gift tag for your sponsored display
- Logo placed on "main attraction" event banner
- **Host "Night at the Lights,"** a holiday lights night hosted and presented by you. It's the ultimate opportunity to brand your business, hand out goodies, fundraise for a charity and connect with the community

CHRISTMAS TINSEL

THEME SPONSOR (MULTI-YEAR DEAL)

2 YR - \$2,000 || 3 YR - \$1,500
5 YR - \$1,300

- Sponsor a special themed area of your choice within the Holiday Lights on Main
 - Traditional Christmas, Candyland Playground & Western Christmas
- ¼ page ad in the Mandan Magazine Holiday Edition Nov-Dec Issue
- Logo on event website and name/logo mentioned in social media campaign
- Business logo displayed on your themed area's banners
- Business logo placed on all event banners and advertising signage
- Small logo placed on "main attraction" event banner

CHRISTMAS STOCKING

WREATH SPONSOR (MULTI-YEAR DEAL)

2 YR - \$800 || 3 YR - \$500
5 YR - \$400

- Sponsor the overarching canvas decorations, your contribution is akin to the cherry on the top of a festive holiday cake, crafting an enchanting experience.
- Receive an exclusive tag prominently displayed on one of the 26 Holiday Wreaths that adorn the light poles
- ⅓ Page Ad in Mandan Magazine Holiday Edition Nov-Dec Issue
- Business logo place on our website
- Small logo placed on "main attraction" event banner

CHARITY TREE

CHRISTMAS TREES OF CHARITY

\$500

- Business name featured on our website as a sponsor
- Name in the Mandan Magazine Holiday Edition Nov-Dec Issue
- Business name on event banners
- Business logo on one of 20 Christmas trees part of the "Trees of Charity," Christmas Trees decorated by local community charities
- Logo highlighted on the library's entrance showcasing the Christmas Trees of Charity
- Trees displayed in the Library are voted on from Thanksgiving to New Year
- Part of Charity Tree sponsor funds goes directly to local charities

SANTA'S HELPER

\$250

- Business name on event banners
- Business name on event website
- Business name in the Mandan Magazine Holiday Edition Nov-Dec Issue
- Business name mentioned in social media campaign

ALL SPONSORS RECEIVE

- Annual thank you memento
- Gratitude for supporting community during the holiday season
- A no-coal from Santa guarantee

Mandan's Annual Holiday Lights on Main

AVAILABLE ORNAMENTS



HOLIDAY LIGHTS FIREPIT SPONSORSHIP

- Special sponsorship of a Signature Holiday Lights Display (Available displays attached)
- ½ page ad in the Mandan Magazine Holiday Edition Nov-Dec Issue
- Logo on event website and name/logo mentioned in social media campaign
- Business logo on event banners and advertising signage
- Logo affixed to all three firepits at the Holiday Lights
- Logo placed on "main attraction" event banner
- **Host "Night at the Lights,"** a holiday lights night hosted and presented by you. It's the ultimate opportunity to brand your business, hand out goodies, fundraise for a charity and connect with the community

PRICING

2 YR - \$7,000 || 3 YR - \$6,000 || 5 YR - \$5,000

Mandan's Annual Holiday Lights on Main

AVAILABLE ORNAMENTS



LARGE CHRISTMAS ORNAMENTS

- Special sponsorship of a Signature Holiday Lights Display (Available displays attached)
- ½ page ad in the Mandan Magazine Holiday Edition Nov-Dec Issue
- Logo on event website and name/logo mentioned in social media campaign
- Business logo on event banners and advertising signage
- Logo affixed to a special holiday gift tag for your sponsored display
- Logo placed on "main attraction" event banner
- **Host "Night at the Lights,"** a holiday lights night hosted and presented by you. It's the ultimate opportunity to brand your business, hand out goodies, fundraise for a charity and connect with the community

PRICING

2 YR - \$5,000 || 3 YR - \$4,250

5 YR - \$3,500



HOLIDAY PICTURE FRAME

- Special sponsorship of a Signature Holiday Lights Display (Available displays attached)
- ½ page ad in the Mandan Magazine Holiday Edition Nov-Dec Issue
- Logo on event website and name/logo mentioned in social media campaign
- Business logo on event banners and advertising signage
- Logo affixed to a special holiday gift tag for your sponsored display
- Logo placed on "main attraction" event banner
- **Host "Night at the Lights,"** a holiday lights night hosted and presented by you. It's the ultimate opportunity to brand your business, hand out goodies, fundraise for a charity and connect with the community

PRICING

2 YR - \$5,000 || 3 YR - \$4,250

5 YR - \$3,500



Mandan's Annual Holiday Lights on Main

SPONSORSHIP SELECTION SHEET



SPONSORSHIP LEVEL

Please call me, I am interested in learning more about becoming a

- ☐ **\$10,000 CHRISTMAS LIGHTS PARTNER**
- ☐ **(ONE-TIME) \$4,000 MILITARY CHRISTMAS TREE**
- ☐ **CHRISTMAS ORNAMENT (DISPLAY SPONSOR)**
- ☐ Christmas Ornaments ☐ Holiday Frame ☐ Firepits
- ____ (2 YR) ____ (3 YR) ____ (5 YR)

- ☐ **CHRISTMAS TINSEL (THEME SPONSOR)**
- ____ \$2,000 (2 YR) ____ \$1,500 (3 YR) ____ \$1,300 (5 YR)
- ☐ **CHRISTMAS STOCKING (WREATH SPONSOR)**
- ____ \$800 (2 YR) ____ \$500 (3 YR) ____ \$400 (5 YR)

- ☐ **\$500 CHARITY TREE SPONSOR**
- ☐ **\$250 SANTA'S HELPER**

Business Organization Name :

Contact Name:

Contact Phone No:

Contact E-Mail:

Date of Signature:

Contact Signature

Billing Preference:

☐ Email/Digital ☐ Mailed

If Mailed, Mailing Address: