

#### **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.



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

















# MILITARY HRISTMAS TREE DISPLAY













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:**

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

31ft Red, White arepsilon 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.

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

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

#### **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
     page ad in the Mandan Magazine Holiday Edition Nov-Dec Issue
- 74 page ad in the Mandah Magazine Hollday Edition Nov-Dec 1550e
- 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
- 1/2 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 logo 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** 



# LARCE 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



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 co	ıll 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
	\$5,000 (2 YR)\$4,250 (3 YR)\$3,500 (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 N	lame :
Contact Name:	Contact Phone No: Contact E-Mail:
	Date of Signature:
Contact Signature	



**Billing Preference:** 

Email/Digital

Mailed

If Mailed, Mailing Address: