

**Avenue of Lights**  
**C/O Glenn County Fair**  
**PO Box 667**  
**Orland, CA 95963**



## **Avenue of Lights**

**November 10, 2024**

We're jingling all the way to the 21st anniversary of our beloved Avenue of Lights! Yes, that's right—21 years of holiday magic, twinkling lights, and enough festive cheer to make even the Grinch crack a smile. This year's event will dazzle from December 19th to December 22nd, 2024, and it's shaping up to be the brightest, merriest, most cocoa-filled celebration yet!

But here's the twist: it's not just the lights that will sparkle—it's your opportunity to shine, too! We're inviting you, our cherished partner, to join us as a sponsor for the Avenue of Lights. Your support will not only spread holiday cheer far and wide but also put your organization in the spotlight (literally). Plus, what better way to show your holiday spirit than to be a part of a community tradition that outshines even the most competitive neighborly Christmas display?

Oh, and did we mention the fun part? Sponsors and volunteers are invited to jazz up a section of the drive-through experience with their own dazzling decorations—bring on the lights, ornaments, inflatables, and creativity! Think of it as your time to create a holiday spectacle that'll have carloads of visitors rolling down their windows just to say, "Whoa!"

Why become a sponsor, you ask? Here's what's in it for you:

- *Fame and Glory:* Your organization will receive prominent recognition that'd make Rudolph jealous, with your logo featured on all event marketing materials—from posters and flyers to social media promotions.
- *Memorable Magic:* Help create unforgettable moments for families and kids at the North Pole Lodge (photos with Santa included, complete with the classic *ho-ho-ho*), hayrides under the sparkling lights (cocoa in hand, naturally), and a festive feast for all senses.
- *Community Love:* Show your support for our local community and remind everyone that [Your Organization] is at the heart of the holiday spirit.

We'd love to have you be part of the magic that makes this event special. Your support will help make this year's Avenue of Lights the most unforgettable one yet, and it'll remind the whole town why you're on Santa's *nice list*.

Thank you for considering joining us in lighting up the season. Let's make this holiday the brightest ever!

**Warmest (and most twinkly) regards,**

**Kathy Bartels**  
**CEO, Glenn County Fairgrounds**  
**Office: (530)865-1168**  
**kathy@glenncountyfair.org**





# Avenue of Lights

December 19-22, 2024

## Sponsorship Agreement

Sponsor or Business Name: \_\_\_\_\_ Website Address: \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact for Sponsorship: \_\_\_\_\_ Phone: \_\_\_\_\_

Sponsor's email \_\_\_\_\_

I hereby agree to Sponsor the Avenue of Lights at the designated level of Sponsorship:

- |  |   |
|--|---|
| <input type="checkbox"/> Joy to the World: \$2,000 and above | <input type="checkbox"/> 'Tis the Season: \$200 and above |
| <input type="checkbox"/> Deck the Halls: \$1,000 and above   | <input type="checkbox"/> Fa la la la: \$150 and above.    |
| <input type="checkbox"/> Merry and Bright: \$500 and above   |   |

### **Joy to the World Sponsorship - \$2,000**

- Recognized as exclusive "Joy to the World" sponsor in all promotions.
- Company name and logo prominently displayed at the event.
- Company name featured and tagged in all promotional posts on social media prior to and after event.
- Company name and logo included in the event program, (2)4x8 banner, on presale tickets and all advertising including website.
- Four (4) tickets to the Avenue of Lights Drive Thru

### **Deck the Halls Sponsorship - \$1,000**

- Company name and log included in event program, (2) 3x6 banner, and advertising.
- Individual recognition during the event
- Two (2) tickets to Avenue of Lights Drive Thru

### **Merry and Bright Sponsorship - \$500**

- Company name and logo included in slideshow viewed at the event.
- Company name and logo included in event program, (1) 3x6 banner, and advertising.
- Individual recognition during event
- One (1) ticket to Avenue of Lights Drive Thru

### **'Tis the Season Sponsorship - \$200**

- Company name listed in event program.
- Individual recognition during event
- Company name displayed on sponsor board at event.

### **Fa-la-la-la Sponsorship – \$150**

- Company name listed in event program.
- Company name displayed on sponsor board at event.

**\*\*Please make checks payable to: Glenn County Fair PO Box 667, Orland, CA 95963, or put in drop box at Fair Office 221 E Yolo St, Orland, CA 95963**