



November 11, 2017 – December 31, 2017
Battle Creek, Michigan

Sponsorship Opportunities & Benefits

Each holiday season Battle Creek is proudly transformed into a beautiful display of lights and sound. The 2017 Battle Creek International Festival of Lights will be spectacular with the return of familiar events and new attractions that will dazzle folks of all ages, including a pathway of beautiful lighting structures, light show, games and activities for adults and children. Downtown restaurants and retail shops welcome visitors to drop in to enjoy warm beverages, holiday activities, dinner and shopping! This year will feature a variety of fun, games, contests and prizes, with the goal of drawing in new local and visiting participants. We sincerely appreciate the community support that enables this annual signature festival. A variety of sponsorship opportunities are listed below; sponsorship benefits are outlined on Page 3. Thank you for your interest in partnering with the festival this year and we hope you'll join in on helping us spread holiday cheer!

Presenting Sponsors

\$5,000 +

Presenting sponsors' are considered festival partners, as their extremely generous investments support the overall festival and attractions including the beautiful light displays, activity and game supplies, and entertainment.

Major Sponsor

\$2,500+

Major sponsors demonstrate significant, overall support of this signature Battle Creek festival and its activities. Your gift will be directed to sponsor one special attraction of your choice as well, which will entail you to named sponsorship and any other benefits that apply. If you have no preference for a special attraction, we will choose one for you.




Contributing Sponsor

\$100+

Contributing sponsors demonstrate generous, overall support of this signature Battle Creek festival. Your support helps us to bring the best experience possible to every festival goer.

Special Attractions Sponsor:

Weekly Warming House and Children's Activities - \$2,000

-  ❖ Santa Claus - *Children can talk with Santa at the Warming House (locations will vary) and tell him their holiday wishes!*
-  ❖ Refreshments – *Warming house will offer hot chocolate to warm festival goers on their journey. One of the weekends will also include cookie decorating.*
-  ❖ Art & Crafts - *Children can decorate commemorative ornaments to hang on their own family tree or enhance their personal holiday décor.*



Horse-drawn wagon rides - \$2,000

Festival goers can enjoy a scenic ride through downtown Battle Creek – a fun way to see the light displays and holiday décor.



Crafting in the Creek Day - \$2,000

Three-Four different crafters will lead groups around the city in creating holiday art. These may include wine and canvas, jewelry making, a kid's craft, etc.



Caroling in the Creek - \$2,000

This singing extravaganza will put the whole city in the holiday mood. We will be inviting local singing groups and choirs to participate in this caroling contest. There will be prizes, refreshments, and various other holiday entertainments.



Window Decorating Contest - \$1,500

Non-profit organization would be invited to decorate one of the downtown windows in a contest where the most festive window wins prizes!



Team Trivia Contest - \$1,000

This contest will take place in one of Battle Creek's local restaurants and will feature an evening of team spirit, trivia, and competitive fun with great prizes!



Karaoke Contest - \$1,000

There is no better time than the holidays to let your voice be heard! Hosted at a downtown restaurant, this event will feature a karaoke contest, prizes, and silly singing fun!



Children's Book Reading - \$500

The holidays are a time of year where children's imaginations are bursting. This event will feature guests reading fun holiday-themed stories to children. The first hundred kids to stop by on this day will receive a free holiday-themed book!



Scavenger Hunts - \$500

The only thing better than exploring the lights is getting the chance to win prizes while doing so! This Scavenger Hunt through the lights will take place every Saturday and prizes will be given to a few participants each week!

***General Support in any amount is welcome and very much appreciated!
Questions? Ideas? We want to hear from you! We can create a customized sponsorship based
on your charitable objectives. Please contact Sarah Phillips at 269.660.2568***

Sponsorship Benefits

This signature Battle Creek festival provides a great opportunity for businesses and organizations to showcase their community support:

- Brand exposure to thousands of visitors during the four-week festival
- Direct access to consumers through on-site displays or distribution of promotional materials
- Public relations opportunities

Specific sponsorship benefits are outlined below. Customized sponsorships can also be arranged.

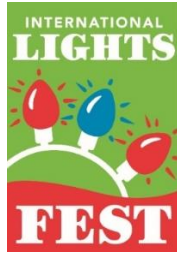
Sponsorship Benefits	Presenting	Special Attraction	Major	Contributing
Primary Sponsorship for overall festival	✓			
Named Sponsorship		✓	✓	
Opportunity to distribute literature or other promotional items during festival activities*	✓	✓	✓	
Listing on all printed materials & advertisements	✓		✓	
Social media mentions	✓	✓	✓	✓
Listing on official IFOL poster	✓	✓	✓	
Listing on BC Festivals website	✓	✓	✓	✓

Notes:

“Listing” may indicate name or business logo

Named Sponsorship = “X Attraction brought to you by X Business”

*Literature/promotional items subject to Festival Manager’s approval



2017 Sponsorship Form

Name: _____ Business: _____

Address: _____ City/State/Zip: _____

Telephone: _____ Email: _____

Sponsorship Opportunities *Check any that apply*

Presenting Sponsor _____ \$5,000+ *Primary sponsor over four-week festival*

Special Attractions Sponsorship Opportunities:

Warming House	_____	\$2,000
Horse-Drawn Wagon Rides	_____	\$2,000
Crafting in the Creek	_____	\$2,000
Caroling in the Creek	_____	\$2,000
Window Decorating Contest	_____	\$1,500
Team Trivia Contest	_____	\$1,000
Karaoke Contest	_____	\$1,000
Holiday Book Reading	_____	\$500
Scavenger Hunts	_____	\$500

Major Sponsor _____ \$2500 + *Check one of the above special attractions that you would like your gift put towards. Leave blank if you would like us to choose one for you.*

Contributing Sponsor _____ \$100+ *General unrestricted sponsorship*

Make check payable and mail with form to: IFOL/BCCF
c/o Battle Creek Community Foundation
32 West Michigan Avenue, Suite 1
Battle Creek, MI 49017

Contributions to the IFOL are tax deductible