



FESTIVAL OF LIGHTS PARTNERSHIP

BE A PART OF BRINGING THIS EXCITING EVENT TO
OUR COMMUNITY THROUGH DYNAMIC
PARTNERSHIP OPPORTUNITIES CUSTOMIZED TO FIT
YOUR NEEDS

PARTNERSHIP



Become an integral part of a Michigan City, Indiana community event supporting local and regional businesses

Help your business and brand obtain valuable exposure through local, regional, and national exposure

Your brand exposed to thousands of potential customers at the events, as well as through advertising, media and online campaigns

Promote civic spirit and support for the community

The logo features a central white rectangular box with a red border. Inside the box, the text "MICHIGAN CITY" is written in green, "FESTIVAL OF LIGHTS" in red, and "CELEBRATION" in green. The box is surrounded by a decorative wreath of green pine needles, red berries, and two large pinecones. Above the box, two red, pointed shapes resembling snow-capped mountains or hills are visible.

MICHIGAN CITY
FESTIVAL OF LIGHTS
CELEBRATION

DECEMBER 3, 2022

FRANKLIN STREET
WASHINGTON PARK

Michigan City's Festival of Lights Celebration compliments the AMAZING Festival of Lights presented by the Michigan City Parks & Recreation Department in Washington Park. The celebration consists of the Festival of Lights Parade through the Uptown Arts District along Franklin Street, the lighting of the City's Official Christmas Tree, and the Festival of Lights Celebration.

The Festival of Lights Celebration will feature live music, food & beverage, the Chili Challenge, activities for kids, and much, much more. An incredible way to kick-off the Holiday Season...Michigan City style!



PARTNERSHIP OPPORTUNITIES

- Premier Partner \$8,000 (ONE PREMIER PARTNER)
 - In all media, advertising and printed information the event will be referred to as Michigan City Festival of Lights Celebration presented by Premier Sponsor
 - Logo integration on event webpage and Facebook page with hyperlink back to corporate site
 - Michigan City Festival of Lights Celebration presented by Premier Sponsor banner leading the parade
 - Michigan City Festival of Lights Celebration presented by Premier Sponsor banner at Official Christmas Tree lighting
 - Michigan City Festival of Lights Celebration presented by Premier Sponsor banner at evening celebration at Senior Center
- Elite Partner \$4,000 (2 MAXIMUM)
 - Mention in all media, advertising and printed information
 - Logo integration on event webpage and Facebook page with hyperlink back to corporate site
 - Logo on event banner that will lead parade
 - Logo on event banner at Official Christmas Tree lighting
 - Logo on event banner at evening celebration at Senior Center

PARTNERSHIP OPPORTUNITIES

- Gold Partner \$2,000 (5 MAXIMUM)
 - Mention in all media, advertising and printed information
 - Logo integration on event webpage and Facebook page with hyperlink back to corporate site
 - Logo on event banner at Official Christmas Tree lighting
 - Logo on event banner at evening celebration at Senior Center
- Chili Challenge Partner \$500 (5 MAXIMUM)
 - Mention in all advertising and printed information
 - Logo integration on event webpage and Facebook page with hyperlink back to corporate site
 - Logo on Chili Challenge banner at Senior Center



SPECIAL EVENT PARTNERSHIP

FOR MORE INFORMATION CONTACT:

TERRY GREETHAM, DIRECTOR SPECIAL EVENTS

(219) 873-4371

TGREETHAM@EMICHIGANCITY.COM