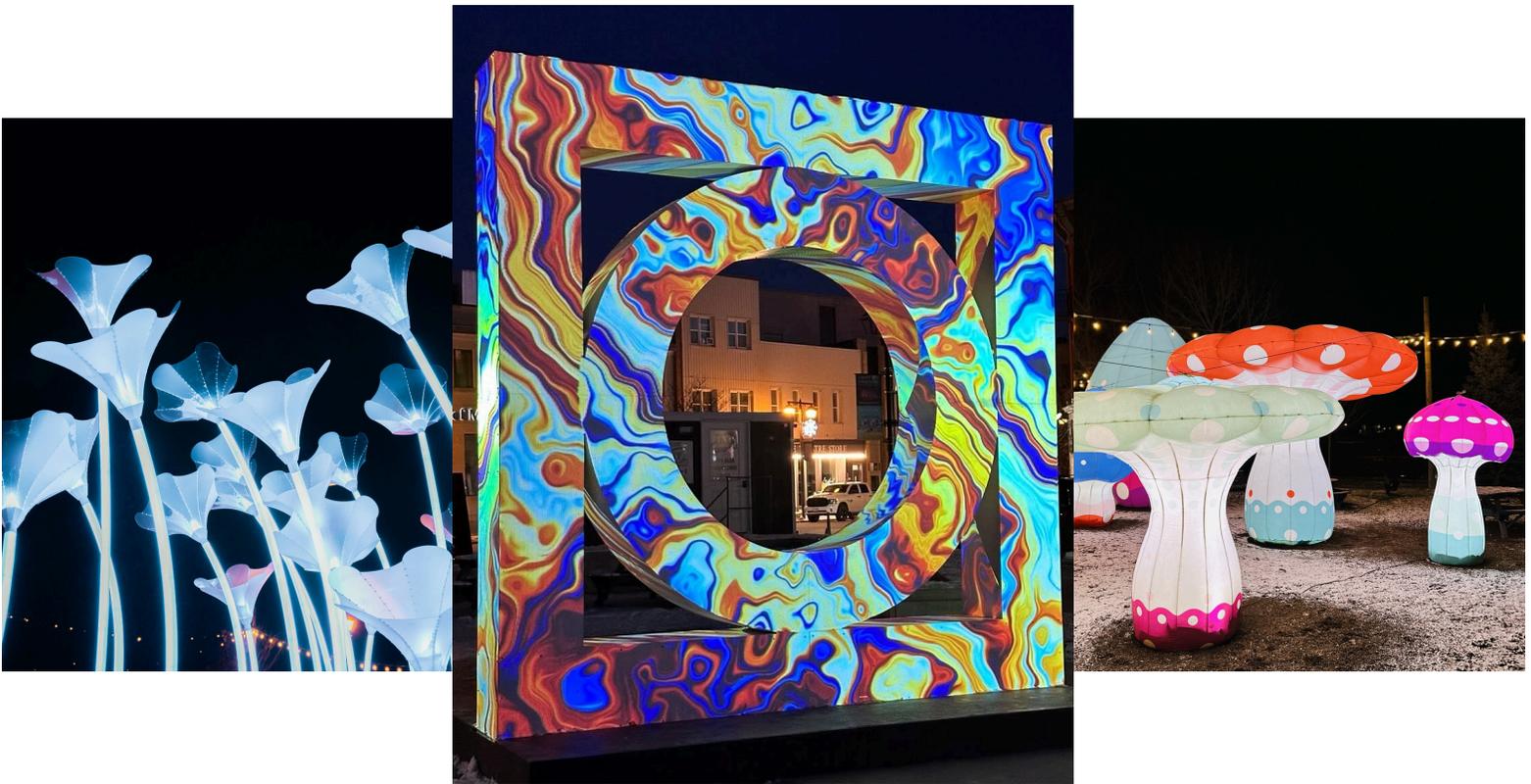


2025/2026 Sponsorship Package



Sponsorship Levels

Season Sponsor - \$25,000

Only 1 sponsorship available at this level

- All the Gold benefits, plus:
- Exclusive branding as “Season Sponsor” across all event materials
- Top billing with a tailored sponsor recognition package
- Featured as season sponsor at all festival locations
- VIP recognition (in lights!) throughout the festival
- Opportunity to participate in our opening ceremony

Gold Sponsor - \$10,000

Only 6 sponsorships available at this level

- All the Silver benefits, plus:
- Primary sponsor recognition (in lights!) for a specific festival location (Market Square, Tom Patterson Island, shuttle buses)
- Recognition in press releases and media coverage
- Dedicated social media recognition

Silver Sponsor - \$5,000

Unlimited sponsorships available at this level

- All the Bronze benefits, plus:
- Featured on advertisements and marketing
- Lighted sponsor recognition at each festival location

Bronze Sponsor - \$2,500

Unlimited sponsorships available at this level

- Community Sponsor benefits, plus:
- Featured on festival signage
- Recognition on social media

Community Sponsor - \$500

Unlimited sponsorships available at this level

- Acknowledgement on the Lights On Stratford website

Sponsorship Levels

These free community events are run and managed by Lights On Stratford staff and are extremely popular in the community.

Hot Chocolate Sponsor \$1000

- Acknowledgement on the Lights on Stratford website
- Featured on a dedicated social media post on your hot chocolate night
- Featured on signage on your hot chocolate night
- Sponsor a Friday or Saturday night throughout the festival



Silent Disco Sponsor \$750

- Acknowledgement on the Lights on Stratford website
- Featured on a dedicated social media post on your silent disco night
- Featured on a signage on your silent disco night
- Sponsor a Friday or Saturday night throughout the festival



About Lights On Stratford

As we prepare for another spectacular season of Lights On Stratford, we invite you to be a part of this extraordinary winter festival that transforms our city each winter. Lights On Stratford has quickly become a must-visit event, attracting thousands of visitors, supporting local businesses, and enriching our community's cultural landscape. Free to the public and designed to be safely enjoyed with on-site staff, the 6th annual Lights On Stratford will light up this winter from December 12th until January 18th Thursdays to Sundays 5pm to 10pm. By sponsoring Lights On Stratford, your organization will gain exceptional visibility, align with a beloved cultural initiative, and engage with a diverse audience.



2024/2025 At A Glance

- 86,430 Visitors
- 7 Main Displays
- \$100,000 in local community sponsorships

Social Media

- 700+ stories shared
- 85,000+ Content Interactions
- 2,000,000+ Reel Views

LIGHTS ON STRATFORD MANIFESTO

- We bring light and joy to Stratford's public spaces.
- We believe in the importance of public art.
- We are free to the public and accessible for everyone to participate.
- We are a cultural anchor tenant that enables additional events and experiences.
- We celebrate and embrace winter.
- We help grow a vibrant year-round visitor economy for the region.
- We strive to continually reduce our environmental footprint.
- We improve the quality of life within our community

