



CRYSTAL CRAWFORD PHOTOGRAPHY

LABELLE
lights

Illuminate Your Brand

Sponsorship Opportunities

2024-2025

Welcome to the 2024-2025 LaBelle Lights Winter Light Show season,

where magic meets the holidays and creates an unforgettable experience for all who visit. With over 1,000,000 lights in winter themed displays illuminating the night sky, this is a must-see event for families and friends alike.

But what makes this event truly special is the opportunity for businesses like yours to

become part of the magic

through our sponsorship opportunities. By partnering with LaBelle Lights, you'll have the chance to connect with over 75,000 visitors from New Hampshire, Massachusetts, and beyond from November 2024 to January 2025.

From logo placement on promotional materials to social media shoutouts, on-site signage, and so much more, your brand will be seen by thousands of visitors eager to support businesses that support their community.

Whether you're looking to increase brand awareness, drive sales, or simply give back to the community,

sponsoring LaBelle Lights is the perfect opportunity for you!



Sponsorship Levels

Presenting Sponsor | \$20,000 (one available)

- 100 tickets to use on any date during the 2024-2025 season
- Corporate name & logo as Presenting Sponsor on event listing and printed poster(s) and banner(s)
- Corporate name as Presenting Sponsor in communication pertaining to the festival, newsletters, press releases, etc.
- Corporate party walk-through event
- One co-branded giveaway item* night with Corporate name and logo
*Item to be chosen by LaBelle. If client would like to choose item, there may be an additional cost.
- Three tabling nights at a mutually agreed upon date
- Spotlight on social media post as Presenting Sponsor

Winter Wonderland Naming Rights Sponsor | \$10,000 (one available)

Winter wonderland features visits with Santa every Wednesday from 4:30-9pm and is open for corporate/private events on non-Santa days

- 75 tickets to use any date during the 2024-2025 season
- Corporate name & logo as Winter Wonderland
- Sponsor on event listings and printed poster(s) and banner(s)
- Corporate name as Winter Wonderland Sponsor in communication pertaining to the festival newsletters, press releases, etc.
- Private party in the Winter Wonderland event space on a mutually agreed upon date for up to 50 people
- Two tabling nights at a mutually agreed upon date
- Spotlight social media post as Winter Wonderland Sponsor
- Opportunity to have a giveaway items with co-branded Corporate name & logo that Santa hands out to children on Wednesdays*

*additional fee applies



To become a sponsor for LaBelle Lights, contact
Stephanie Fournier at
stephanie@experiencelabelle.com
or call 603.672.9898 x 110

Santa's Snack Shack Naming Rights Sponsor | \$10,000 (one available)

- 75 tickets to use any date during the 2024-2025 season
- Corporate name & logo as Snack Shack Sponsor on applicable event listings and signage at the Snack Shack
- Corporate name as Snack Shack Sponsor in communication pertaining to the festival, newsletters, press releases, etc.
- Two tabling nights at a mutually agreed upon date
- Spotlight social media post as Snack Shack Sponsor



Beverage Sponsor | SOLD



Bridge Sponsor | ~~\$8,000 — four bridges~~ (one available) or \$2,000 — one bridge (three available)

- 75 tickets to use any date during the 2024-2025 season - 30 tickets for single bridge sponsor
- Corporate name & logo as Bridge Sponsor on event listings and printed poster(s) and banner(s)
- One (1) company logo sign on bridge(s)
- Spotlight on social media post as Bridge Sponsor



Gateway Bridge Sponsor



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Selfie Station Sponsor | \$8,000 (one available)

- 75 tickets to use any date during the 2024-2025 season
- Signage at designated “Selfie Station” spots with company logo
- Corporate name & logo as Selfie Station Sponsor on event web page
- Spotlight on social media as Selfie Station Sponsor

Twinkle Tuesday Sponsor | \$7,500 (one available)

Twinkle Tuesday tickets are half price

- 75 tickets to use any date during the 2024-2025 season
- Corporate name & logo as Winter Wonderland
- Sponsor on event listings and printed poster(s) and banner(s)
- Corporate name as Winter Wonderland Sponsor in communication pertaining to the festival newsletters, press releases, etc.
- Private party in the Winter Wonderland event space on a mutually agreed upon date for up to 50 people
- Two tabling nights at a mutually agreed upon date
- Spotlight social media post as Winter Wonderland Sponsor
- Opportunity to have a giveaway items with co-branded Corporate name & logo that Santa hands out to children on Wednesdays*
*additional fee applies



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Theme Week Sponsor | \$5,000 (seven available)

Theme weeks run Tuesday-Sunday

- 50 tickets to use any date during the 2024-2025 season
- 6 foot table at the entrance of LaBelle Lights for two of the five nights
- Corporate name & logo as Theme Week Sponsor on web page and applicable digital and print media event listings
- Spotlight on social media as Theme Week Sponsor



Theme Weeks

November 12 - 17: Holiday Card Week - Presented by NHPBS

November 19-24: Luau Christmas Week

November 26-December 1: Holiday PJ Week

December 3-8: Ugly Sweater Week - Presented by Cross Insurance

December 10-15: Hidden Elf Week - Presented by Hannaford®

December 17-22: Crazy Hat Week

December 26-29: Ice Prince & Princess Week

December 31-January 5: Flannel Week

January 7-12: 80's Ski Week

January 14-19: Winterfest

Additional Theme Week Opportunities | prices vary

ask LaBelle rep for details

- Fireworks Show Sponsorship
- Co-branded Giveaway
- Sponsorship



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Ornament Sponsor | \$2,500-\$3,000 (multiple available)

- 25 tickets to use any date during the 2024-2025 season
- Corporate name & logo as Ornament Sponsor on signage at chosen ornament
- Corporate name & logo as an Ornament Sponsor on event webpage

Ornament choices include:

- Candy Cane Lane
- Eddy Bear
- **Santa's Sleigh & Presents - Presented by JDS Flooring**
and more!

See LaBelle Lights map on page 1 for more ornament options.



Tabling Nights | \$1,000 - Tuesday-Thursday or \$2,000 - Friday-Sunday

Multiple night deals available! Ask your LaBelle rep for details

- 10 tickets to use any date during the 2024-2025 season
- 6 foot table at the entrance of LaBelle Lights
- Company can pass out giveaway items*
*Item to be approved by LaBelle
- Company can capture attendee information if voluntarily provided by attendee when they approach the table



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Tickets for Kids/Veterans | \$750

- 50 tickets donated to your choice of children or veterans' non-profit or LaBelle can choose a non-profit on your behalf to use any date during the 2024-2025 season
- Social media spotlight as a Tickets for Kids/Veterans Sponsor

This option can be added to any of our other sponsorship packages

Current Sponsors:



Paul A. Pouliot & Associates
Ameriprise Private Wealth Advisory Practice

Don't miss out on this incredible opportunity to showcase your brand and support a beloved community event.

Contact us today to learn more about how you can become a sponsor of the LaBelle Lights Winter Light Show.

Let your brand shine bright this holiday season with LaBelle Lights.



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