

LABELLE
lights



Illuminate Your Brand

Sponsorship Opportunities

2025-2026

Welcome to the 2025-2026 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 65,000 visitors from New Hampshire, Massachusetts, and beyond from November 2025 to January 2026.

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!

2024-2025 Map



Sponsorship Levels

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

- 150 tickets to use on any date during the 2025-2026 season
- Corporate name & logo as Presenting Sponsor on event listing and printed poster(s) and banner(s)
- Corporate name as Presenting Sponsor in all communications (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

The Snowflake Snack Shack Naming Rights Sponsor | \$10,000 (one available)

- 75 tickets to use any date during the 2025-2026 season
- Corporate name & logo as Snack Shack Sponsor on applicable event listings and signage at the Snack Shack
- Corporate name as Snack Shack Sponsor on all communication (newsletters, press releases, etc.)
- Two tabling nights at a mutually agreed upon date
- Spotlight social media post as Snack Shack Sponsor
- Santa will be taking photos on 12/3, 12/10, 12/17, and 12/23 from 4:30 - 7:30pm next to the shack



To become a sponsor for LaBelle Lights, contact
Erin Rock at
erin@experiencelabelle.com
or call 603.672.9898 x 110

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

- 75 tickets to use any date during the 2025-2026 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



Bling Bridge Sponsor



Photo Spots Sponsor | \$8,000 (one available)



- 75 tickets to use any date during the 2025-2026 season
- Signage at designated Photo Spots with company logo
- Corporate name & logo as Photo Spots Sponsor on event web page
- Spotlight on social media as Photo Spots Sponsor
- Photo spots are listed on the LaBelle Lights map on page 1

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

Twinkle Tuesday tickets are half price

- 75 tickets to use any date during the 2025-2026 season
- Corporate name as Twinkle Tuesday Sponsor in communication (newsletters, press releases, etc.)
- Two tabling nights at a mutually agreed upon date
- Spotlight social media post as Twinkle Tuesday Sponsor



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Festival Sponsor | \$5,000 (one available for each festival)

LightsFest – November 21 & 22

Kickoff to the Holiday Season!

LightsFest is our two-night season launch celebration, drawing thousands to experience the magic of LaBelle Lights.

Event Highlights:

- Dazzling tree lighting ceremony on Friday, followed by a festive fireworks display on Saturday
- Cirque-style performances and live music
- Visits from Santa, The Grinch, and holiday characters
- Food, wine, and seasonal treats
- Guests receive a light-up keepsake with admission

Sponsorship Benefits

- 50 tickets to use any date during the 2025-2026 season
- 6 foot table at the festival on 11/21 and 11/22
- Direct access to a high-volume, family-friendly audience
- Ability to distribute giveaways and collect attendee data (subject to LaBelle approval)
- Corporate name and logo featured as LaBelle LightsFest sponsor on all festival communications



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WinterFest - January 2 & 3

Fire & Ice

WinterFest is a signature themed weekend within LaBelle Lights.

This two-night event draws thousands for an unforgettable winter experience.

Event Highlights:

- Live ice carving and fire-inspired light performances on Friday
- Fireworks on Saturday
- Special appearance by Snow Princess and her sister
- Light-up entertainers, live music, and festive food
- Guests receive a glowing keepsake with admission

Sponsorship Benefits

- 50 tickets to use any date during the 2025-2026 season
- 6 foot table at the festival on 1/2 and 1/3
- Broad exposure to a family-focused audience
- Ability to distribute giveaways and collect attendee data (subject to LaBelle approval)
- Corporate name and logo featured as WinterFest sponsor on all festival communications (newsletters, website, digital & print media)
- Recognition as a sponsor on social media



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

- 25 tickets to use any date during the 2025–2026 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:

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

- Megaflake
 - Proposal Ball
 - Winter's Gift
 - Eddy Bear
- and more!



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 2025–2026 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



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 2025–2026 season
- Social media spotlight as a Tickets for Kids/Veterans Sponsor

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



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