



LABELLE
lights

Become part of the magic!

Sponsorship Opportunities

2026-2027

Welcome to the 2026-2027 LaBelle Lights Winter Light Show season,

where magic meets the holidays and creates an unforgettable experience for all who visit.

LaBelle Lights is a privately produced, family-owned holiday event that transforms our outdoor walking path with millions of lights and handcrafted winter-themed displays. Visitors will enjoy a 30-minute stroll through the winery grounds with photo opportunities and food and drink options along the way.

Part of what makes this event truly special is the opportunity for businesses like yours to become part of the magic through our sponsorship opportunities. 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. Our website, radio advertising, television ads and poster distribution reach millions of people throughout New England before and during the LaBelle Lights Season.

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!

LaBelle Lights At-A-Glance

4

unforgettable seasons

50

magical nights

1,000,000+

lights

in winter-themed displays

65,000+

visitors

from across New England

Media Reach

458,000

web page views

2025-2026 season

54,000

social media followers

across all platforms

58,000+

email subscribers

Sponsorship Opportunities

Presenting Sponsor (one available)

\$15,000

- 75 tickets to use on any date during the 2026-2027 season
- *NEW* Instagram collaboration giveaway
- *NEW* Corporate name & logo as Presenting Sponsor on all LaBelle Lights tickets
- Private walk-through of LaBelle Lights
- Four (4) tabling nights (optional)
- 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.)
- Spotlight post on social media as Presenting Sponsor



The Snowflake Snack Shack Sponsor (one available)

\$10,000

- 50 tickets to use any date during the 2026-2027 season
- *NEW* LaBelle-designed corporate logo on limited concessions
- *NEW* Rotating digital display on shack with QR code to landing page of your choice
- Two (2) tabling nights (optional)
- Corporate name as Snack Shack Sponsor on all communication (newsletters, press releases, etc.)
- Spotlight social media post as Snack Shack Sponsor



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

Photo Spot Sponsor (four available)

\$8,000

- 50 tickets to use any date during the 2026-2027 season
- *NEW* Corporate logo on LaBelle-designed hashtag sign at the photo spot
- *NEW* Corporate logo projected onto the ground near photo spot
- Two (2) tabling nights
- Spotlight social media post as Photo Spot Sponsor



Claire Bear



Proposal Ball



Winter's Gift



Angel Wings

Twinkle Tuesday Sponsor (one available)

\$8,000

On Twinkle Tuesdays we reduce our admission prices by 50%. Your sponsorship will aid us in providing an affordable holiday activity for all families in our community and beyond.

- 50 tickets to use any date during the 2026-2027 season
- *NEW* Corporate name & logo as Twinkle Tuesday Sponsor on all LaBelle Lights tickets sold on Tuesdays
- *NEW* Advertising as Twinkle Tuesday Sponsor on TV screens in LaBelle Market and Americus Restaurant
- Two (2) tabling nights (optional)
- Spotlight social media post as Twinkle Tuesday Sponsor

7500+
Twinkle Tuesday attendees
2025-2026 season



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

Bridge Sponsor (four available)

\$3,000

- 30 tickets to use any date during the 2026-2027 season
- Corporate logo displayed on the bridge
- Spotlight social media post as Bridge Sponsor

Gateway Bridge Sponsor

Bling Bridge Sponsored by



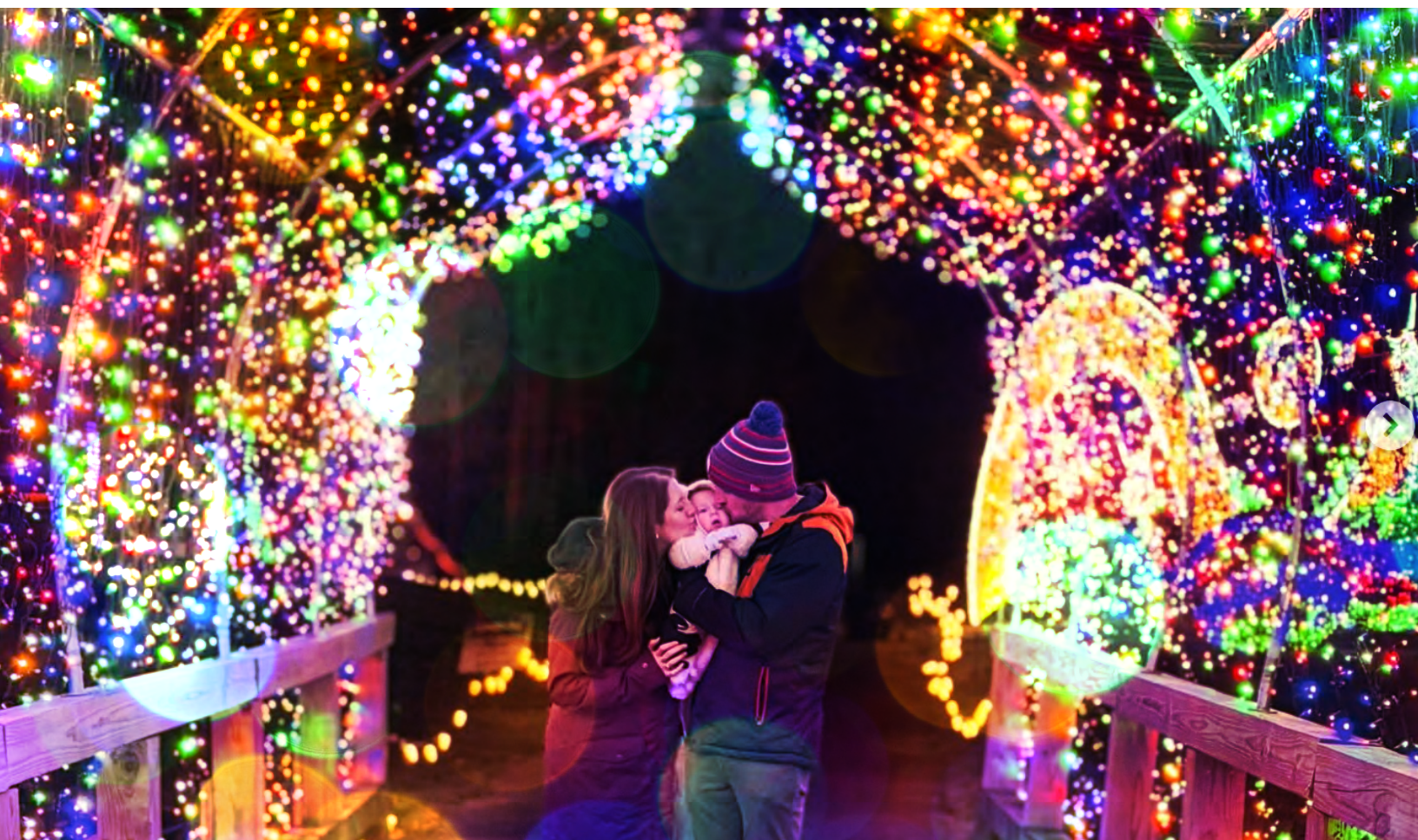
Enchanted Forest Bridge Sponsor

new!

Umbrella Bridge Sponsor

Sparkle Bridge Sponsor

See the map on page 7 for bridge locations on course



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

Ornament Sponsor (five available)

\$2,500

- 20 tickets to use any date during the 2026-2027 season
- Corporate logo near ornament
- *NEW* Option for QR code sign linking to the destination of your choice
- Spotlight social media post as Ornament Sponsor

See the map on page 7 for ornament positions on course



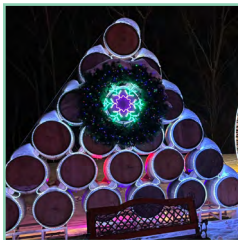
Megaflake



Candy Cane Lane



Santa's Reindeer & Sleigh



Barrel Tree



Butterfly Alley



Flamingo Forest

Sponsored by



Tabling Package

\$2,000

- 20 tickets to use any date during the 2026-2027 season (excluding Festivals)
- 4 tabling nights in prominent location
- Company can distribute mutually agreed upon giveaway items
- Company can capture attendee information (if voluntarily provided by attendee when they approach the table)
- Spotlight social media post announcing days present

Tabling Friday – Sunday

\$500

- 5 tickets to use any date during the 2026-2027 season (excluding Festivals)
- Company can distribute mutually agreed upon giveaway items
- Company can capture attendee information (if voluntarily provided by attendee when they approach the table)

Tabling Tuesday – Thursday

\$250

- 5 tickets to use any date during the 2026-2027 season (excluding Festivals)
- Company can distribute mutually agreed upon giveaway items
- Company can capture attendee information (if voluntarily provided by attendee when they approach the table)



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

Tickets for Kids & Veterans (nine available)

\$750

- 50 tickets donated to your choice of children or veterans' non-profit (or LaBelle can choose one on your behalf) to use any date during the 2026-2027 season
- Spotlight social media post as a Tickets for Kids/Veterans Sponsor

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

2026-2027 Season Map



Map subject to change without notice.

LABELLE
lights

Sponsorship Contact:

Erin Rock

erin@experiencelabelle.com

603.672.9898 x 110

www.labellewinery.com/lights