



FESTIVAL OF LIGHTS 2021 SPONSORSHIP OPPORTUNITIES



The Festival of Lights is eager to return this year to Kiener Plaza ushering in the St. Louis holiday season by celebrating local talent holiday performances, turning on The Salvation Army Tree of Lights, photo ops with Fredbird and real live reindeer, opening Winterfest and watching a fantastic fireworks finale. Sponsors are needed to support the Festival so it can remain a family friendly and free event for the thousands who look forward to celebrating with us every year.

Social media coverage last year reached over 300,000 and we saw over 10,000 engagements specifically on the projection show. Our media plans this year include coverage by television stations and promos leading up to the debut night, the schedule of the show will be posted on websites and multiple promos are planned on social media sites with all partners (Holidays in St. Louis Foundation, Explore St. Louis) along with our sponsor websites.

We would love for you to be part of this exciting 2021 holiday event. We are open to discussing how packages can be created that best works for and represents your sponsorship. Some suggestions are:

Fireworks Finale Sponsor	\$5,000
Pages for the Holidays Sponsor	\$5,000
Mainstage Sponsor	\$10,000
Village Tent Sponsor	\$1,500-\$2,000

*For more information contact Festival Chairperson Gerri Lashley
at 314.206.7890 or gerril@switch.us*