



Projection Show Sponsorship – Kiener Plaza



Photo credit STL from Above

<https://youtu.be/7ZDqso5fSKs>

The Ameren Missouri 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.

While the in-person activities were absent last year due to the pandemic, the second year of the Festival of Lights Projection Show did brighten the downtown park with an element of entertainment during the holiday season. The show went live on Friday, November 20th in conjunction with The Salvation Army lighting of their Tree in front of the Old Courthouse and played every 15 minutes between 5-9 pm Fridays and Saturdays until New Year's Eve.

We observed carloads of people purposely stop to watch the beautiful show throughout the entire season. Our social media coverage reached over 300,000 and we saw over 10,000 engagements specifically on the projection show. With live activities returning this year we know we will see more people, more coverage and more engagements.



Sponsors are needed to support this innovative light show so that it can play throughout the holiday season once again. Our media plans 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, ArchPark Foundation, Explore St. Louis) along with our sponsor websites.

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Sponsors are invited to be part of this exciting 2021 holiday event. One of the following packages can be chosen or customized. We are open to discussing how these packages can be created that best works for and represents your sponsorship.

#1 \$5,000 - \$9,999

Company logo located on screen saver; the screen saver is displayed between showings of the projection show; logo will be added to the Holidays in St. Louis website

#2 \$10,000 - \$19,999

In addition to above, a spot of no more than ten seconds will be created (collaborating with the artists) within the projection show that best represents the sponsor; website and social media coverage to highlight sponsor

#3 \$20,000 and above

In addition to #1 above, the sponsor can collaborate with the artist to create a unique animation of not more than twenty seconds within the projection show; website and social media coverage will occur throughout the season to highlight sponsor

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

Note: Holidays in St. Louis Foundation reserves the right for final approval on all sponsorship packages and animations within the light show.