



The City of Brockville in partnership with the Brockville & District Chamber of Commerce and Downtown Brockville is pleased to once again host the River of Lights at the waterfront for the 2021 holiday season. This COVID-19 safe event was a highlight of 2020 providing much needed joy at the end of the year.

The 2021 event will see a shift in the show's presentation and we look forward to sharing this new display with our residents and visitors. These changes will bring new opportunities and new ways to enjoy the waterfront and we hope to have you on board this year to help bring the show to life.

Whether you can help a little, or help a lot, we have tiered sponsorship levels as well as specific in-kind support that would really help us put on a beautiful display this year. We hope you will join us in making the 2021 River of Lights special by sponsoring this year's event.



# River of Lights Sponsorship Levels

2021

## Presenting Sponsor \$5,000

*Only 1 available. Cash sponsorship only, no in-kind.*

- Corporate logo next to River of Lights logo wherever it appears naming your company as the presenting sponsor, including all media advertising
- Company recognized as a presenting sponsor on the River of Lights audio (approximately every 35min), accompanied by your company's corporate colours and logo lit up on site during your sponsorship audio recognition
- Corporate logo on all signage
- Sponsorship recognition on the River of Lights event webpage



## Platinum Sponsor \$4,000

*Maximum 4 available*

- Company recognized as a platinum sponsor on the River of Lights audio (approximately every 35min), accompanied by your company's corporate colours lit up on site during your sponsorship audio recognition
- Corporate logo included in all traditional media advertising
- Corporate logo on sponsorship recognition signage on site
- Sponsorship recognition on the River of Lights event webpage

## Gold Sponsor \$2,500

- Corporate logo on sponsorship recognition signage on site
- Sponsorship recognition on the River of Lights event webpage

## Silver Sponsor \$1,000

- Corporate logo on sponsorship recognition signage on site
- Sponsorship recognition on the River of Lights event webpage

## Bronze Sponsor \$500

- Sponsorship recognition on the River of Lights event webpage

## Song Sponsor \$250

*Maximum 5 available. Cash sponsorship only.*

- Opportunity to select a song from our song list to be featured in the light and sound show.

## River of Lights Friend \$50

*Perfect for individuals who love the event and want to help support it*

- Recognition on the River of Lights event webpage

# River of Lights Sponsorship Contract

2021

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship Level (Please Select):

- |   |  |
|---|--|
| <input type="checkbox"/> Presenting Sponsor \$5,000 | <input type="checkbox"/> Platinum Sponsor \$4,000          |
| <input type="checkbox"/> Gold Sponsor \$2,500       | <input type="checkbox"/> Silver Sponsor \$1,000            |
| <input type="checkbox"/> Bronze Sponsor \$500       | <input type="checkbox"/> Song Sponsor \$250                |
| <input type="checkbox"/> Friend \$50                | <input type="checkbox"/> Donated or In-Kind* Value \$_____ |

\*Donated or In-Kind Item or Service Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Payment Options & Terms (please select method of payment):

- Cheque       VISA       MasterCard

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CDV: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please ensure that your contract and logo are submitted by November 1, 2021 in order to receive all associated sponsorship recognition.*

Cheques should be made out to: The City of Brockville.  
Memo line should contain "Donation to 2021 River of Lights"  
Please send all contracts to Lesley White [lwhite@brockville.com](mailto:lwhite@brockville.com)

## In-Kind Services and Items Required

### In-Kind Services

- Boom lift or other equipment or services to assist in lighting the upper sections of trees
- Cable matting
- PA Equipment for onsite audio
- Hardware and Building materials (4x4 post, 2x4, 1x3, 4x4 post spikes)
- Networking Cables (Cat5e cable and RJ45 termination hardware)
- Electrical Supplies and Services
- Light show component rentals or equipment
- Signage
- Media and advertising
- *Suitability of other supplies and services to be discussed with event staff to ensure that they meet program requirements*

If you have an In-Kind product or service to donate, please speak to Lesley White in advance to discuss your ideas: 613-342-8772 x 4439 or [lwhite@brockville.com](mailto:lwhite@brockville.com)