



LIGHT *the* LIGHTS!

Friday, November 15 | 6-9pm | Twelve Mile Crossing at Fountain Walk

Sponsorship Opportunities

PRESENTING SPONSOR – \$6,000

Logo included on all marketing material, mention in all social media posts, opportunity to speak on stage before tree lighting, mention by band on stage (2x), marketing table at premiere location at event

SOLD

STAGE SPONSOR – \$1,500

Logo included on stage banner, event signage and event webpage, mention on Facebook (2x), mention in e-newsletter (1x), mention by band on stage (3x)

ASSOCIATE SPONSOR – \$2,500

Logo included on event signage and event webpage, mention on Facebook (3x), mention in e-newsletter (1x), mention by band on stage (1x), free half page ad in Engage Magazine (holiday issue)

COMMUNITY PARTNER – \$600

Logo included on event webpage and signage, mention on Facebook (2x), mention in e-newsletter (1x)

UNDERSTANDING OUR REACH *Now is your opportunity to connect with the Novi community!*

The City of Novi has...

- **12,000** followers on Facebook
- **2,700** followers on Instagram
- **21,000** e-newsletter subscribers, with a **56% open rate** (18% higher than industry average)

- **77,000** average monthly website visits
- **31,000** copies of *Engage!* magazine sent to every home and business in Novi
- **thousands** in attendance at Light the Lights annually

Business Name _____ Phone _____

Contact Name _____ Email _____

For questions, contact Jeanette Handy at jhandy@cityofnovi.org or call 248-347-0416.

Thank you for your partnership!