

Okotoks

# LIGHT UP OKOTOKS

**SPONSORSHIP  
PACKAGE**



## November 21, 2025

Light Up Okotoks is back for its 33rd year of kicking off the holiday season in the spirit of joy, community and connection! Winner of the 2025 Canadian Event Award for Best Event for a City or Municipality and voted GOLD in the Best of the Foothills People's Choice awards for more than 5 years running, this event draws up to 20,000 people to Okotoks.

As THE premier event of the year, Light Up has something for everyone. Entertainment, hot chocolate, photo ops and the magic of the season, bring this event to life and keep people coming back, year after year.

Attendees join us for the arrival of Santa, stay for the lighting of the community tree and stay longer to watch the spectacular fireworks at the end of the evening.

As our community grows, the need for businesses and organizations to connect face-to-face with residents and visitors also grows. Events provide an incredible platform to interact with attendees.

Your help also paves the way to the success of our events! Your full contribution goes toward creating a memorable event experience for everyone and showcases why Okotoks is friendly, charming and unique!

– THANK YOU – we couldn't do it without you!



This is hands-down, our favourite  
community event of the year.  
Okotoks really showcases the

**COMMUNITY  
SPIRIT**

of this wonderful town.”









## TITLE SPONSORSHIP

**\$10,000** *Limit of One*

Be front and center as the exclusive presenting sponsor.

- ✓ Naming rights
- ✓ Exclusivity, longer advertising and promotion (up to 30 days)
- ✓ All print ads and materials, including on site signage, will feature company logo
- ✓ Website: company logo given prominent location on event page
- ✓ Choice of location during event for increased visibility, with large footprint
- ✓ Radio mentions
- ✓ Social Media Recognition:
  - Exclusive promotion on main Town socials (minimum 5 total across platforms)
  - Logo included on Facebook event page banner

## PRINCIPAL SPONSOR

**\$5,000** *each*

### MAIN STAGE & PLAZA

Light up the stage and get your name in front of thousands at the Downtown Plaza in the heart of the event zone.

### KIDS ZONE

Santa's Village comes alive with your sponsorship. Children can create crafts and take photos with the big man himself!

Both rights include:

- ✓ "Zone Presented by:"
- ✓ Prominent marketing and promotion within zone
- ✓ All print ads and print materials including on site signage will feature company logo
- ✓ Website: company logo on event page, aligned with zone location
- ✓ Prime location during event, with medium footprint
- ✓ Social Media Recognition:
  - Exclusive promotion on main Town socials (2 total across platforms)



# ENTERTAINMENT & FEATURE SPONSORS

**\$1,000-\$4,999**

- ✓ Logo and name recognition on print materials and signage
- ✓ All print ads and print materials include company name only
- ✓ Website: company name listed on event page
- ✓ 10 x 15 booth space and activation
- ✓ Social Media Recognition: Promotion on main Town socials (1 total across platforms)

## TREE DISPLAY

**\$1,000**

The Christmas Tree display will create a magical welcome for every visitor and resident. Join in the magic in this iconic Light Up tradition.

## GLOWSTICKS

**\$1,000**

A hit with the kids, hand out glow sticks to help light up the night. Your tent location and company's name will be featured on our event map to identify your location.

## ALC PLAZA

**\$1,500**

Activate the Plaza while thousands of people wait for wagon rides. "The (insert your name here) Plaza Party" has a nice ring to it!

## FIREWORKS

**\$1,250 each** up to 4 opportunities

Fireworks round out the evening and truly LIGHT UP the night! Up to 4 sponsorship spots available at \$1,250 each, or become the Principal Sponsor for this event favourite for \$5,000!

## S'MORES STATION

**\$1,500 each** up to 2 opportunities

A fun take on a popular camping treat, this station is busy and active all night long! Stay toasty warm in front of the grill while you engage with community members of all ages!

## ORBIT 360 PHOTO BOOTH

**\$2,000**

Have your brand displayed on this amazing photo opportunity and leave a unique digital mark on festival goers' social media!

## KEN HACKE ARTS

**\$2,500** or 5 opportunities at \$500 each

A unique and rare opportunity to have your brand featured on one of (or all) five beautiful art displays from Alberta local artist, Ken Hacke. Your logo, laser etched into the base of these thought-provoking interactive sculptures, will illuminate the night and create magic in the event zone while thousands of visitors await their wagon rides!

Ready to get involved? Contact [events@okotoks.ca](mailto:events@okotoks.ca)



# EVENT SUPPORTERS

**\$200-999**

## ENTERTAINMENT **\$200+**

Back this year, Snow Sprites, Fire Dancers and Stilt walkers! Help us bring the event zone to life by jumping into this sponsorship pool.

## WAGON RIDES **\$750 each**

Have your name and logo on the side of one of these wagons.

## YOUR IDEA HERE!

Have an idea? We'd love to hear it! If the value of your contribution exceeds **\$XXX**, then you receive recognition in line with the appropriate sponsorship values above. Here's a few ideas:

- ✓ Giant Plinko
- ✓ Candy Cane Lane
- ✓ Snowball Targets
- ✓ Wristbands (location bands for kiddos)
- ✓ The possibilities are endless!

# VOLUNTEER

If you are looking to contribute in a different, but powerful way, why not help us by having your staff volunteer as your form of sponsorship? Ask us how you can get your business or organization recognized as a Major or Events Sponsor.

Ready to get involved? Contact [events@okotoks.ca](mailto:events@okotoks.ca)

## FIRE PITS & ACTIVATION

**\$200-\$400** *Limited quantities*

Be right in the heart of the event zone! Use this prime opportunity to greet and interact with attendees. Book a space for a tent, firepit or both for your business or organization!

### **I Want to be in the Action! \$200**

Reserve your 10x10 foot activation spot in the event zone. Set up your own tent, table, company banner or signage to engage with attendees.

### **I Want to Stay Warm! \$300**

Reserve your fire pit. We provide the pit, wood; you provide the people to stoke the fire.

### **I Want Both! \$400**

Reserve your 10x10 foot spot in the event zone. Display company banners and signage, while you keep warm by the fire pit.

*Table and tents not provided. Fire pits and wood supplied by the Town.*

# GIFT & SERVICES IN KIND

## We LOVE in kind!

Have a service that we need? We welcome you to see a need, fill a need!

This event uses a variety of items and services, and we recognize that contributions (big and small) add to the overall benefit of the event and community! If you have heaters, firewood, DJ services, performers, picnic tables, LED displays, craft supplies, carnival games etc., reach out!

Donations or gifts in kind will receive recognition in line with the appropriate sponsorship values.





**Okotoks**

**SPONSORSHIP  
CONTACT**

**Connie Drake**  
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