

Okotoks

LIGHT UP OKOTOKS

2026 SPONSORSHIP
PACKAGE





November 20, 2026

Light Up Okotoks is Back for Its 34th Year!

We are thrilled to welcome back Okotoks' most anticipated event of the season—a community celebration built on joy, connection, and festive spirit.

Recognized as the 2025 Canadian Event Award winner for Best Municipal Event and voted GOLD in the Best of the Foothills People's Choice Awards for over six consecutive years, Light Up Okotoks draws up to 20,000 visitors to the heart of our town.

- Festive Fun: Live entertainment, photo ops, and cozy hot chocolate stations.
- Holiday Traditions: Santa's grand arrival and the lighting of the community Christmas tree.
- A Grand Finale: A spectacular fireworks show to wrap up an unforgettable night.

Events like Light Up offer an unmatched opportunity for local businesses and organizations to connect face-to-face with the community. None of this would be possible without the incredible support of our partners and sponsors!

Thank you for helping us bring the magic to life!



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

**COMMUNITY
SPIRIT**
of this wonderful town.”

SPONSORSHIP LEVELS



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.

HOLIDAY TRADITIONS TRAIL

This festive gathering place draws families together to create lasting memories while offering sponsors prominent visibility and meaningful community connection.

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.

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!

ROAMING ENTERTAINMENT

\$1,000 up to 5 opportunities

Roaming holiday disco dancers, LED characters, and stilt walkers, with dedicated photographers, capturing special moments with families throughout the event. Each family will receive their photo instantly to their phone, complete with custom sponsor branding, giving them a special keepsake they can save and share.

***NEW!* S'MORES STATION**

\$1,500 each up to 2 opportunities

Two locations this year

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!

CUSTOM PHOTOS

\$2,000 up to 2 opportunities

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

GIANT LITE-BRITE

\$1,000

Bigger, brighter, and bursting with nostalgia, the Giant Lite-Brite brings childhood memories to life. As a standout favourite from last year's festival, this interactive attraction offers exceptional visibility and engagement for sponsors.

VISUAL ARTS

\$1,000

Showcase your support for the arts through captivating visual art experiences that spark curiosity and conversation. Sponsors benefit from strong visibility while helping bring creativity and culture to the festival.



EVENT SUPPORTERS

\$200-\$999

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!

Recognition will align with the appropriate sponsorship value of your contribution.

Here's a few ideas:

- ✓ Giant Plinko
- ✓ Glow sticks
- ✓ 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 sponsor.

Ready to get involved? Visit Okotoks.ca/LightUp

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, fire pit or both for your business or organization!

Are you Not-for-Profit? Chat with us!

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

Have a business in the event zone?

Reserve a fire pit and activate your storefront with a fire pit to help light up the night!

I Want Both! \$400

Reserve a fire pit for your business, group or non-profit. We provide the pit, wood; you provide the people to stoke the fire.

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.





SPONSORSHIP CONTACT

Connie Drake
Community Events Specialist

Okotoks.ca/LightUp

