

LUMINARIA

EXPERIENCE THE LIGHT
NOV 19, 2018 - JAN 5, 2019

The magic and joy of the holidays return this Christmas season as the Ashton Gardens transform into **Luminaria: Experience the Light**.

Held in the evenings November 19, 2018 through January 5, 2019 (closed Sundays), guests will experience never-before-seen light displays, interactive activities, holiday treats, and the joy of celebrating the holiday with friends and loved ones. Capture the perfect selfie with a 120-foot tree of lights. Enjoy the beautiful and inspiring Light of the World garden lit by flickering warm candlelight.

EVENT DURATION: 42 EVENINGS **ESTIMATED TOTAL ATTENDANCE:** 90,000 - 100,000

EXCLUSIVE PRESENTING SPONSORSHIP - \$20,000

Recognition as exclusive presenting sponsor for Luminaria at Ashton Gardens.



PLATINUM SPONSORSHIP OPPORTUNITY - \$10,000

- **NEW IN 2018 A CHILDHOOD NOEL:** A carousel overflows with a toy box come-to-life. Life-size toy soldiers, larger-than-life presents, and peppermint scented snow fill this childhood dreamscape. An interactive wishing tree confirms wishes are received at the North Pole.
- **TREE TOP SUMMIT:** A 120-foot tree of lights soars at the top of the Vista Mound, surrounded by strands of white lights and light features.
- **MERRY MOSAIC:** 8,000 luminarias create a sweeping vista of color and light down the Grand Allée. Unlike anything seen before, the "Mosaic" leads the eye to the tree top summit.
- **S'MORES VILLAGE:** Fire pits dot the waterfall amphitheater for friends to gather and make delicious s'mores. A children's area is filled with "throw the ring on the reindeer horn," dress a snowman, and lots of fun. The festival marketplace offers food and shopping.
- **REINDEER WOODS:** Guests visit two of Santa's live reindeer at the base of the Vista Mound and snack on concessions treats.
- **GINGERBREAD PLACE:** The first major stop along the path. Guests may stop inside our large gingerbread house to enjoy festive displays, hot cocoa or a quick meal before heading out to enjoy the rest of Luminaria.

GOLD SPONSORSHIP - \$5,000

- **NEW IN 2018 LET IT GLOW:** Toes will be tapping through this jazzy snow-filled scene. Brightly colored snowflakes playfully dance among music notes, piano key projections, and snowball trees.
- **CANDY CANE LANE:** The first Luminaria experience upon entering the Ashton Gardens, guests are greeted with scented peppermint mulch, red and white striped trees, and a whimsical photo opportunity.
- **SNOWFLAKE LUMINARIA LANE:** Cheerful snowflakes dance around a giant snowman, leading guests out of Luminaria through the final opportunity to see "Mosaic." Guests exit a path lined with luminarias for a warm goodbye.
- **DISCO DEER:** A mirror ball twirls and light refracts throughout. The walk culminates with our "Merry Moose," a large bronze moose covered with lights.
- **WINTER WOODLANDS:** Globes hang from overhead trees, guiding guests through a woodland path. The path ends at the Creek Garden, lit with dancing blue lights simulating a dancing river.

SILVER SPONSORSHIP - \$2,500

- **ASPEN ALLEY:** A forest path meanders through a corridor of graceful aspens wrapped in twinkling lights of blues and greens.
- **BLOSSOMS OF LIGHT:** Guests will experience a taste of springtime in winter with towering lighted flowers, garden beds filled with oversized petals surrounding illuminated spheres, and a pleasant floral scent throughout.
- **GAZEBO AT TWINKLING TREES:** A favorite photo spot, the gazebo provides a place to stop and enjoy the tall, beautiful twinkling white trees all around it.



SPONSORSHIP



LUMINARIA

EXPERIENCE THE LIGHT
NOV 19, 2018 - JAN 5, 2019

| LUMINARIA FESTIVAL 2018-2019 | PRESENTING SPONSOR | PLATINUM SPONSOR | GOLD SPONSOR | SILVER SPONSOR |
|--|------------------------------|---|--|---|
| | \$20,000 | \$10,000 | \$5,000 | \$2,500 |
| OPPORTUNITIES AVAILABLE | Exclusive 1 company | A Childhood Noel S'mores Village Tree Top Summit Reindeer Woods Gingerbread Place Merry Mosaic | Let it Glow Winter Woodlands Sparkling Stream Disco Deer Candy Cane Lane Snowflake Luminaria Lane | Aspen Alley Blossoms of Light Gazebo at Twinkling Lights |
| RECOGNITION AS PRESENTING SPONSOR OF 2018-2019 LUMINARIA INCLUDING OUTDOOR, DIGITAL, ONLINE, MARQUEE, WEBSITE & SOCIAL MEDIA | X | | | |
| LOGO ON WELCOME SIGN, EVENT MAP, BEAT SIGN, WEBSITE & SOCIAL MEDIA | X | X | X | X |
| LUMINARIA FESTIVAL TICKETS | 100 | 50 | 10 | 6 |
| VIP PARKING PASSES | 4 | 2 | 1 | 1 |
| TRANSFERABLE CORPORATE THANKSGIVING POINT MEMBERSHIP | 4 One Year Memberships | 2 One Year Memberships | 1 One Year Membership | 1 Six Month Membership |
| OPPORTUNITY FOR 2 COMPANY REPRESENTATIVES TO BE PRESENT AT THE S'MORES VILLAGE OR REINDEER WOODS | X | X | X | X |



THANK YOU FOR YOUR SUPPORT!

CONTACT LAURA ST. ONGE

801.768.7433 | LSTONGE@THANKSGIVINGPOINT.ORG