



WINTER WONDERLAND

December 13th - 15th

SHAWNEE PARK

4501 W. BROADWAY, LOUISVILLE, KY 40211

**ONE
WEST**

www.onewest.org

A night scene of a snowy park with string lights and street lamps. The scene is illuminated by warm, glowing street lamps and strings of colorful lights (red, green, blue, yellow) strung across the snow-covered ground. Bare trees are visible in the background, and a full moon is visible in the dark sky. The overall atmosphere is magical and festive.

WINTER WONDERLAND

Dear Supporters and Friends of West Louisville,

It is with great excitement that we invite you to join us in partnership for the 3rd annual Winter Wonderland Christmas light drive-thru celebration. The Winter Wonderland celebration will transform West Louisville's Shawnee Park into a magical drive-thru festival featuring over 200,000 lights, musical performances, festive tunes, holiday displays, and more.

Our goal is to bring a sense of hope to our local community through gathering neighbors together around a joy filled event. This event will take place December 13th, 14th, & 15th from 6:00 PM until 10:00 PM.

OneWest remains committed to elevating the city of Louisville and its residents through revitalization, growth, and community collaboration.

We invite you to view the various sponsorship opportunities that help make this event FREE for all. Thank you in advance for your consideration of this impactful sponsorship opportunity. LET'S CHANGE LIVES TOGETHER!

With Gratitude,


ONE WEST
OneWest & Partners

TITLE SPONSORSHIP

Event Overview

Date: December 13th - 15th

Time: 6:00 PM - 10:00 PM

Location: Shawnee Park

Last Year's Attendance: Aprox. 7,500 Cars

Activities Offered: Holiday displays, holiday music, music groups, choir performances, step team performances, laser light show, and much more!

Why Sponsor?

Winter Wonderland is a free community event that seeks to keep holiday cheer accessible to all! **Sponsors get to be a part of bringing hope and joy** to this historic community, as well as gain **positive exposure** to its **71,000+ residents** and surrounding residents.

Benefits of \$50,000 Title Sponsorship

As a title sponsor, you'll enjoy:

- Prominent "Brought to you by" sign at park entrance
- Prominent "Thank You" sign at park exit
- Your own specialty light display with logo
- Logo on candy bags
- Logo on the OneWest website and marketing materials
- Full press inclusion and recognition in PR interviews, in publications, and on radio
- Recognition on all social media content

Benefits of \$35,000 Title Sponsorship

As a title sponsor, you'll enjoy:

- Prominent "Brought to you by" sign at park entrance
- Logo on a light or music display
- Logo on the OneWest website and marketing materials
- Full press inclusion and recognition in PR interviews, in publications, and on radio
- Recognition on all social media content



SPONSORSHIP

OPPORTUNITY

GATHER. INSPIRE. IMPACT. CHANGE

To partner with our team to host this event, you can select from one of the specific sponsorship categories below. Each category shows the various forms of branding exposure available to meet your promotional needs.

| Sponsor Benefits | ACHIEVER \$15k < | DREAMER \$10k - \$14.9k | BELIEVER \$5k - \$9.9k | GIVER < \$5k |
|---|---------------------|----------------------------|---------------------------|-----------------|
| Logo on OneWest website | X | X | X | X |
| Logo on a light or music display | X | X | X | X |
| Logo on event signage | X | X | X | |
| Logo inclusion on invites and event step and repeat | X | X | X | X |
| Event Merchandise | X | X | | |
| Recognition on all marketing/PR materials | X | X | X | |
| Recognition on all social media materials | X | X | X | |
| Photo opportunity with OneWest, Partners + VIPs | X | X | | |
| Post-event press inclusion | X | X | | |
| Food and beverage stipend | X | X | | |

CONTACT

Contact us for more information at: info@onewest.org
 Visit our website at: www.onewest.org.

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