



# HOLIDAY LIGHTS *on the* RIVER

SALUDA SHOALS PARK



2024 SPONSORSHIP  
INFORMATION



# HOLIDAY LIGHTS ON THE RIVER

## *The Midlands Largest Drive Through Light Show!*

November 27-December 31, 2024

Holiday Lights on the River attracts visitors from throughout the Midlands, the state of South Carolina, across the county, and beyond. In 2023, Holiday Lights welcomed **more than 110,700 people** who came to enjoy the more than 400 themed, animated displays and one million sparkling lights of this spectacular holiday light show!

### HOLIDAY LIGHTS QUICK FACTS

- 34 MAGICAL NIGHTS
- 22 YEARS IN EXISTENCE
- MORE THAN 110,700 ATTENDEES
- 35 FT. CHRISTMAS TREE
- 1 MILLION + LIGHTS
- 400+ ANIMATED DISPLAYS

### PRESENTING SPONSOR | \$20,000 | ONE (1) AVAILABLE

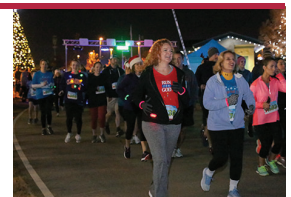
- Name/Logo in lights on 20' x 16' sign at Saluda Shoals Park St. Andrews Road entrance; additional sign at Holiday Lights exit (estimated 33,000 weekly impressions)
- Name recognition on Holiday Lights ticket as presenting sponsor (28,000 tickets printed)
- Logo recognition in select Holiday Lights advertising and promotions
  - Radio – five (5) weeks on-air promotion and radio advertising reaching 400,000 listeners
  - TV – five (5) weeks of ads reaching 993,000 viewers
  - Print – five (5) weeks of ads in Free Times
  - Email – Logo recognition in email marketing campaigns sent out to 8,000 park patrons
- Opportunity to speak at the Chairman's Lighting Ceremony (limit two minutes)
- Ad in the online Holiday Lights program. (114,230 views, full page color ad, 8"W x 10"H, due Oct. 25)
- Logo recognition in the ICRC Quarterly Guide (63,000 printed, 10,000 online impressions, due Aug. 23)
- Logo recognition in the Holiday Lights rack card (5,000 distributed statewide, due Aug. 23)
- Logo recognition on the ICRC website with link to sponsor website
- Twenty-five (25) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 200 Holiday Lights passes at a 50% discount



PRESENTING SPONSOR  
less than \$468 per day

### PLATINUM AREA OR EVENT SPONSOR | \$7,000

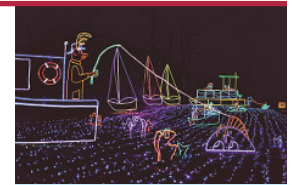
- Logo recognition on four (4) 24" x 36" signs within sponsored area (area sponsor only)
- Logo recognition in select Holiday Lights advertising and promotions (area sponsor only)
  - Print – five (5) weeks of ads in Free Times
  - Holiday Lights rack card (5,000 distributed, due Aug. 23)
- Opportunity to display your company banner prominently (event sponsor only)
- Opportunity to speak (limit two minutes) during opening ceremonies (event sponsor only)
- \$20 discounted event tickets for twenty (20) employees (event sponsor only)
- Logo recognition on select event advertising/promotional items (due Sept. 22, event sponsor only)
- Opportunity to have a booth at event or area
- Logo recognition in email marketing campaign sent out to 8,000 park patrons
- Logo recognition on the ICRC website with link to sponsor website
- Ad in the online Holiday Lights program (114,230 views, half page color ad, 8" W x 5" H, due Oct. 25)
- Ten (10) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 100 Holiday Lights passes at a 50% discount



PLATINUM SPONSOR  
less than \$167 per day

## GOLD DISPLAY OR ACTIVITY SPONSOR | \$5,000

- Logo recognition on two (2) signs (24" x 36") at selected extra large light display
- Email – recognition in email marketing campaign sent out to 8,000 park patrons
- Ad in the online Holiday Lights program (114,230 views, half page color ad, 8" W x 5"H, due Oct. 25)
- Opportunity to have a booth (activity sponsor only)
- Logo recognition on the ICRC website with link to sponsor website
- Eight (8) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 75 Holiday Lights passes at a 50% discount



GOLD SPONSOR  
less than \$120 per day

## SILVER DISPLAY SPONSOR | \$3,500

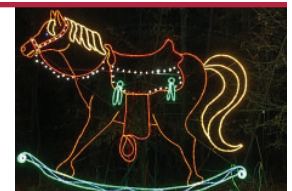
- Logo recognition on two (2) signs (24" x 36") at selected large light display
- Recognition in email marketing campaign sent out to 8,000 park patrons
- Ad in the online Holiday Lights program (114,230 views, one third page color ad, 5" W x 3.5" H, due Oct. 25)
- Logo recognition on the ICRC website with link to sponsor website
- Eight (8) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 50 Holiday Lights passes at a 50% discount



SILVER SPONSOR  
less than \$84 per day

## BRONZE DISPLAY SPONSOR | \$1,500

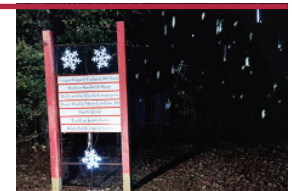
- Logo recognition on one (1) sign (24" x 36") at selected medium light display
- Ad in the online Holiday Lights program. (114,230 views, quarter page color ad, 2.5" W x 4" H, due Oct. 25)
- Listed recognition on the ICRC website with link to sponsor website
- Four (4) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 20 Holiday Lights passes at a 50% discount



BRONZE SPONSOR  
less than \$36 per day

## COPPER DISPLAY SPONSOR | \$750

- Shared recognition on signage located at the Copper Level light display
- Ad in the online Holiday Lights program (114,230 views, business card size color ad, 3.5" W x 2" H, due Oct. 25)
- Listed recognition on the ICRC website
- Two (2) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 10 Holiday Lights passes at a 50% discount



COPPER SPONSOR  
less than \$18 per day

## SPONSOR'S EARLY BIRD DISCOUNT TICKET RATES

All sponsors may purchase tickets at an Early Bird discounted rate. **Pre-order deadline is November 1, 2024.** *Quantity limits apply, see below. Partner benefits begin November 24 and run through December 31, 2024.*

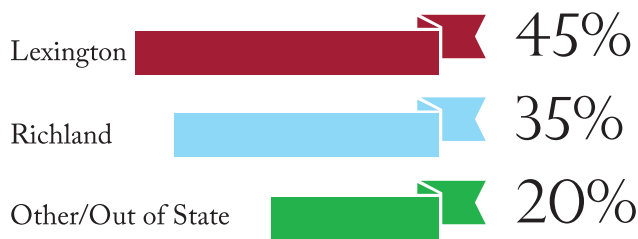
PARTNERSHIP	LEVEL	TICKET LIMIT	DISCOUNT PRICE	DEADLINE
Presenting Sponsor	\$20,000	200	\$12.50	Nov. 1, 2024
Platinum Area/Event Sponsors	\$7,500	100	\$12.50	Nov. 1, 2024
Gold Display/Activity Sponsor	\$5,000	75	\$12.50	Nov. 1, 2024
Silver Display Sponsor	\$3,500	50	\$12.50	Nov. 1, 2024
Bronze Display Sponsor	\$1,500	20	\$12.50	Nov. 1, 2024
Copper Display Sponsor	\$750	10	\$12.50	Nov. 1, 2024

# 2023 HOLIDAY LIGHTS ON THE RIVER BY THE NUMBERS

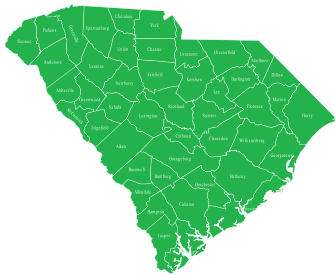


110,708 PEOPLE  
attended Holiday Lights

## VISITOR BREAKDOWN

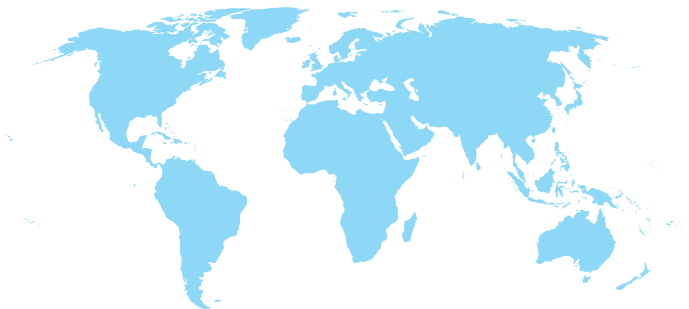


## SC VISITORS



Came from Counties across the state including Aiken, Anderson, Darlington, Florence, Greenville, Kershaw, Newberry, Orangeburg, Saluda, Sumter, Union, York, and more!

## OUT-OF-STATE VISITORS



Came from Alabama, California, Florida, Georgia, Illinois, Maryland, North Carolina, New York, Ohio, Pennsylvania, Tennessee, and Virginia and several countries.

## MARKETING & ADVERTISING



WEBSITE  
142,970 page views | 55,780 users  
Nov. 1, 2023-Dec. 31, 2023



SOCIAL MEDIA  
More than 34,000 followers across Facebook and Instagram



EMAIL  
Average 44% open rate | 0.4% click rate



MEDIA IMPRESSIONS  
Radio - 371,300 per month broadcast  
28,200 per month mobile streaming  
46,700 per month station sites



Cable and Network TV - 2.6 million television impressions/views in the 11 county DMA, reaching 97% of adults  
813k digital and social impressions/views via WLTX.com, WIS.com, and WACH.com  
Facebook with 2,473 engagements



Digital Advertising - 70,436 views



Print - More than 100,000 readers each week in print and online



Voted Best Drive-Through Event by readers of the Free Times!



# 2024 SPONSORSHIP AGREEMENT FORM

November 27-December 31, 2024

YES! I WOULD LIKE TO BE A HOLIDAY LIGHTS ON THE RIVER SPONSOR

**Holiday Lights Sponsorship Levels** (please select your level)

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor – \$20,000           | <input type="checkbox"/> Silver Display Sponsor – \$3,500 |
| <input type="checkbox"/> Platinum Area/Event Sponsor – \$7,000   | <input type="checkbox"/> Bronze Display Sponsor – \$1,500 |
| <input type="checkbox"/> Gold Activity/Display Sponsor – \$5,000 | <input type="checkbox"/> Copper Display Sponsor – \$750   |

Total Amount Enclosed \$ \_\_\_\_\_ Please make check payable to Saluda Shoals Foundation

Email or mail agreement to: [cbickley@icrc.net](mailto:cbickley@icrc.net)  
Saluda Shoals Foundation  
Attn: Christina Bickley  
5605 Bush River Road  
Columbia, SC 29212

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

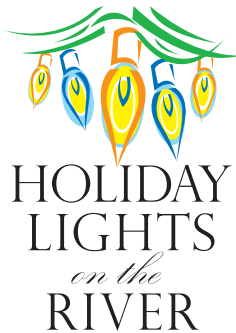
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For questions or additional information, please contact Christina Bickley at (803) 213-2035 or [cbickley@icrc.net](mailto:cbickley@icrc.net).





# SPONSORS EARLY BIRD TICKET ORDER FORM

Thank you so much for your support of Holiday Lights on the River. This year, Holiday Lights will run November 27-December 31, 2024 from 6:00-10:00 P.M. at Saluda Shoals Park. The Chairman's Lighting will be Sunday, November 24, followed by the Sleigh Bell Trot (Nov. 25) and Stroll (Nov. 26).

As a partner, you are eligible to receive Early Bird discounted passes (50% discount. Quantity Limits Apply – see below). Tickets can be used on any night of Holiday Lights from November 27th through December 31st including peak nights. Please complete the form below and return to Christina Bickley **by November 1, 2024**. If you have any questions, please contact Christina at 803-213-2035 or email [cbickley@icrc.net](mailto:cbickley@icrc.net). Thanks for your support.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

<u>SPONSOR LEVEL</u>	<u>TICKET LIMIT</u>
\$20,000	200
\$7,000	100
\$5,000	75
\$3,500	50
\$1,500	20
\$ 750	10

<u>Vehicle</u>	<u>Regular Rates</u>	<u># of Tickets x</u>	<u>Discounted Rate</u>	<u>Total</u>
Cars	\$25	_____ x	\$12.50	\$ _____
<b>Total Amount Enclosed \$</b> _____				<b>\$</b> _____

Please make checks payable to: Saluda Shoals Foundation

Email or mail agreement to: [cbickley@icrc.net](mailto:cbickley@icrc.net)

Saluda Shoals Foundation

Attn: Christina Bickley

5605 Bush River Road

Columbia, SC 29212

