


HOLIDAY LIGHTS *on the* RIVER



2025 SPONSORSHIP PACKAGES

November 26-December 31, 2025 | Saluda Shoals Park



HOLIDAY LIGHTS ON THE RIVER

The Midlands Largest Drive Through Light Show!

November 26-December 31, 2025

Each holiday season, Saluda Shoals Park comes alive with festive cheer as Holiday Lights on the River transforms the park into a three-mile wonderland of shimmering lights. Drawing thousands of families from across the Midlands and beyond, this beloved event features millions of sparkling lights, animated displays, and a lineup of holiday-themed activities.

From the Winter Wonder Tube Slide to hayrides, train rides, and a laser light show, Holiday Lights on the River offers memorable moments for guests of all ages.

As a sponsor, you'll be aligning your brand with one of the region's most cherished seasonal traditions—gaining valuable exposure while helping spread holiday magic to the community.

HOLIDAY LIGHTS QUICK FACTS

- 23 YEARS IN EXISTENCE
- 36 MAGICAL NIGHTS
- MORE THAN THREE MILES OF LIGHTS
- 1 MILLION + LIGHTS
- 400+ ANIMATED DISPLAYS
- 35 FT. CHRISTMAS TREE
- TUBE SLIDE, TRAIN, HAY RIDE, CRAFTS, CONCESSIONS, GIFT SHOP, AND SANTA!
- VOTED BEST DRIVE-THROUGH EVENT BY READERS OF THE FREE TIMES

ATTENDANCE DETAILS

- MORE THAN 98,830 ATTENDEES
- 80% OF VISITORS COME FROM LEXINGTON, RICHLAND, AND SURROUNDING COUNTIES
- 20% OF VISITORS COME FROM OTHER CITIES IN SC AND OUT OF STATE

MARKETING AND ADVERTISING



WEBSITE

300,395 page views | 66,953 users
Nov. 1-Dec. 31, 2024



SOCIAL MEDIA

More than 49,000 followers across
Facebook and Instagram



EMAIL

Average 46% open rate | 0.5% click rate



MEDIA IMPRESSIONS

Radio - 389,100 per month broadcast
29,400 per month mobile streaming
47,200 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 2,648 engagements



Digital Advertising - 71,235 views



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



SPONSORSHIP OPPORTUNITIES

\$20,000

One (1) Available
less than \$512 per day



PRESENTING SPONSORSHIP

- 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 reaching 1,000,000+ readers
 - Email – Logo recognition in email marketing campaign sent out to 8,000 park patrons
- Opportunity to speak during opening ceremony (*limit two minutes*)
- Ad in the online Holiday Lights program – Full page color ad, 8"W x 10"H (114,230 views, *due Oct. 24*)
- Logo recognition in the ICRC Quarterly Guide (64,000 printed, 10,000 online impressions, *due Aug. 22*)
- Logo recognition in the Holiday Lights rack card (5,000 distributed statewide, *due Aug. 22*)
- 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

RESERVED

\$7,000

less than \$179 per day



PLATINUM AREA SPONSOR OR EVENT SPONSOR

- Logo recognition on four (4) 24" x 36" signs within sponsored area (area sponsor)
- Logo recognition in select Holiday Lights advertising/promotions (area sponsor)
 - Print – five (5) weeks of ads in Free Times
 - Holiday Lights rack card (5,000 distributed, *due Aug. 22*)
- Opportunity to display your company banner prominently (event sponsor)
- Opportunity to speak during opening ceremonies (event sponsor, *limit two minutes*)
- \$20 discounted event tickets for twenty (20) employees (event sponsor)
- Logo recognition on select event advertising/promotional items (*due Sept. 22*, event sponsor)
- 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. 24*)
- Ten (10) tickets to the Chairman's Lighting Ceremony
- Opportunity to purchase 100 Holiday Lights passes at a 50% discount

\$5,000

less than \$128 per day



GOLD DISPLAY OR ACTIVITY SPONSOR

- 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. 24*)
- Opportunity to have a booth (activity sponsor)
- 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

\$3,500

less than \$89 per day



SILVER DISPLAY SPONSOR

- 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. 24)
- 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

\$1,500

less than \$38 per day



BRONZE DISPLAY SPONSOR

- 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. 24)
- 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

\$750

less than \$19 per day



COPPER DISPLAY SPONSOR

- 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. 24)
- 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

SPONSOR'S EARLY BIRD DISCOUNT TICKET RATES

All sponsors may purchase tickets at an Early Bird discounted rate. **Pre-order deadline is November 3, 2025.** *Quantity limits apply, see below. Partner benefits begin November 23 and run through December 31, 2025.*

PARTNERSHIP	LEVEL	TICKET LIMIT	DISCOUNT PRICE	DEADLINE
Presenting Sponsor	\$20,000	200	\$12.50	Nov. 3, 2025
Platinum Area/Event Sponsors	\$7,500	100	\$12.50	Nov. 3, 2025
Gold Display/Activity Sponsor	\$5,000	75	\$12.50	Nov. 3, 2025
Silver Display Sponsor	\$3,500	50	\$12.50	Nov. 3, 2025
Bronze Display Sponsor	\$1,500	20	\$12.50	Nov. 3, 2025
Copper Display Sponsor	\$750	10	\$12.50	Nov. 3, 2025



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2025 SPONSORSHIP AGREEMENT FORM

November 26-December 31, 2025

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

Holiday Lights Sponsorship Levels (please select your level)

☐ Presenting Sponsor – \$20,000

☐ Silver Display Sponsor – \$3,500

☐ Platinum Area/Event Sponsor – \$7,000

☐ Bronze Display Sponsor – \$1,500

☐ Gold Activity/Display Sponsor – \$5,000

☐ Copper Display Sponsor – \$750

Total Amount Enclosed \$ _____

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

Signature: _____ Date: _____

Please make checks payable to: Saluda Shoals Foundation

Email or mail agreement to:

cbickley@icrc.net

Saluda Shoals Foundation

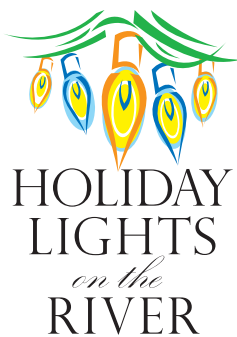
Attn: Christina Bickley

5605 Bush River Road

Columbia, SC 29212



For questions or additional information, please contact
Christina Bickley at (803) 213-2035 or 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 26-December 31, 2025 from 6:00-10:00 P.M. at Saluda Shoals Park. The Chairman's Lighting will be Sunday, November 23, followed by the Sleigh Bell Trot (Nov. 24) and Stroll (Nov. 25).

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 26th through December 31st including peak nights. Please complete the form below and return to Christina Bickley **by November 3, 2025**. If you have any questions, please contact Christina at 803-213-2035 or email 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	\$ _____
Total Amount Enclosed \$ _____				\$ _____

Please make checks payable to: Saluda Shoals Foundation

Email or mail agreement to: cbickley@icrc.net

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