



*Become an official
sponsor of holiday cheer!*

VISTA LIGHTS 2021

Vista Lights Presenting Sponsor - \$8,000

Logo placement and recognition as the Vista Lights Presenting Sponsor on all publicity during media promotions to include the following:

- Event billboards
- Full page and other print advertising
- Included in media talking points and press releases
- Event posters
- Vista Columbia website
- Email marketing
- Facebook advertising
- Digital advertising

Logo placement and recognition on select marketing opportunities at the event include the following:

- Opportunity to introduce the mayor or city official on-stage during tree lighting during event
- Verbal recognition during Vista Lights Stage performances
- Your large logo on signage during Vista Lights event

On-site activation:

- Opportunity to host a promotional/information kiosk during the event



November 18, 2021



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VISTA LIGHTS 2021

Vista Lights Tree Sponsor - \$5,000

Logo placement and recognition as the Vista Lights Tree Sponsor on all publicity during media promotions to include the following:

- Full page and other print advertising
- Included in press releases
- Event posters
- Vista Columbia website
- Email marketing
- Facebook advertising
- Digital advertising

Logo placement and recognition on select marketing opportunities at the event include the following:

- Verbal recognition during Vista Lights Stage performances
- Your logo on signage during Vista Lights event

On-site activation:

- Opportunity to host a promotional/information kiosk during the event





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VISTA LIGHTS 2021

Vista Lights Stage Sponsor - \$2,500

Logo placement and recognition as the Vista Lights Stage Sponsor on all publicity during media promotions to include the following:

- Full page and other print advertising
- Included in press releases
- Event posters
- Vista Columbia website
- Email marketing

Logo placement and recognition on select marketing opportunities at the event include the following:

- Verbal recognition during Vista Lights Stage performances
- Your logo on signage during Vista Lights event

On-site activation:

- Opportunity to host a promotional/information kiosk during the event



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VISTA LIGHTS 2021

Vista Lights Entertainment Sponsor - \$1,000

Logo placement and recognition as the Vista Lights Sponsor on all publicity during media promotions to include the following:

- Full page and other print advertising
- Event posters
- Vista Columbia website

Logo placement and recognition on select marketing opportunities at the event include the following:

- Verbal recognition during Vista Lights Stage performances
- Your logo on signage during Vista Lights event

Vista Lights Supporter - \$500

Logo placement and recognition as the Vista Lights Sponsor on all publicity during media promotions to include the following:

- Full page and other print advertising
- Event posters
- Vista Columbia website

