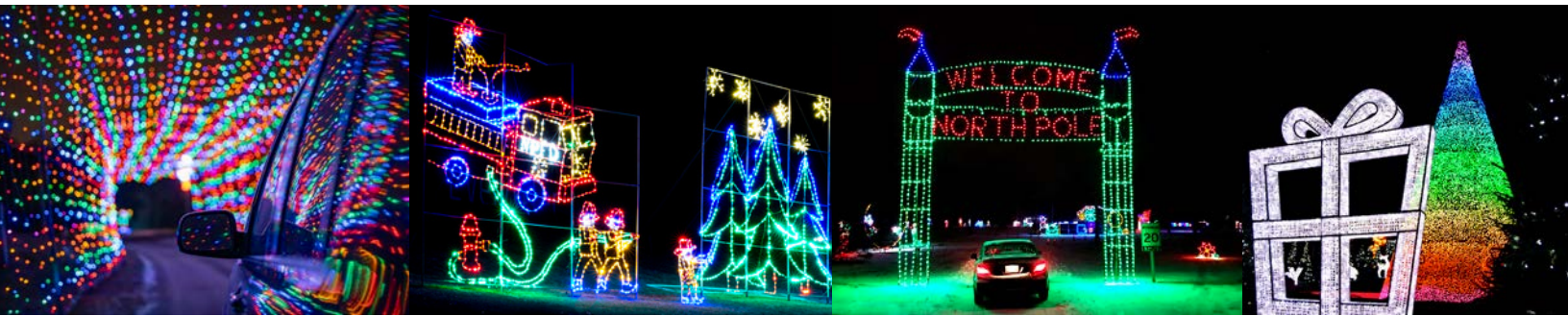


# Gift of Lights

November 21 to January 3, 2026

## SPONSORSHIP OPPORTUNITY

THE REGION'S MOST SPECTACULAR LIGHT ATTRACTION!



Gift of Lights is a curated drive thru experience that delights all who experience the magic! With over 300 animated and static light displays to behold, the wonder and beauty is enjoyed from the comfort of your own vehicle. The immersive attraction is enhanced by the holiday classics on Gift of Lights radio. Featuring a 40' high RGB twinkly tree, awe-inspiring Instagram worthy holiday displays including multiple tunnels, designed for pictures and memory making, Gift of Lights is a holiday tradition for all.

Gift of Lights is proud to host the incredibly popular “Walk Only Nights” in partnership with charitable organizations, WRHN Foundation, Food Bank of Waterloo Region, Family and Childrens Services of the Waterloo Region and Kidsability.

To date over 150,000 vehicles including cars, limos and buses have experienced this wonderful holiday event.

**FOR MORE INFORMATION VISIT [GIFTOFLIGHTS.CA](https://GIFTOFLIGHTS.CA)**

[GIFTOFLIGHTS@BINGEMANS.COM](mailto:GIFTOFLIGHTS@BINGEMANS.COM) | 519-744-1555

425 BINGEMANS CENTRE DRIVE, KITCHENER, ON N2B 3X7



# SPONSORSHIP HIGHLIGHTS

- Partner with the largest holiday season activation in the Waterloo Region
- With over 8 successful seasons, Gift of Lights is a highly recognized brand
- Marketing targets GTA, Hamilton, Niagara, London in addition to the Waterloo Region
- Increased brand awareness and brand inclusion to suit your promotional goals
- Attendance to Gift of Lights has increased year over year, with 2025 attendance forecasted at 100,000 visitors
- Your sponsorship allows Bingemans to give back to the local community by donating a portion of every vehicle admission to The Grand River Hospital Foundation.

SPONSORSHIP LEVEL	PLATINUM PRESENT	5 GOLDEN RINGS	SILVER SLEIGH	SNOWMAN
	\$10,000	\$5000	\$2500	\$1000
Industry Exclusivity	X			
Mention in all radio commercials	X			
Banner Ad on Website	X			
Logo included on digital checkout for all tickets	X			
Sponsor of Light Tunnel	X	X		
Opportunity to provide onsite activation	X	X		
Commercial on Gift of Lights Radio	X	X	X	
Logo placement on inhouse Bingemans digital displays	X	X	X	
Bingeman's E-blast inclusion	X	X	X	X
Sponsor of 1 light display	X	X	X	X
Logo on GOL website (150,000 page views)	X	X	X	X
Social media mention (min. organic reach of 40000)	10	5	2	1
Passes for VIP Night	50	25	15	10
General Any Day PASSES *Date restrictions apply	100	50	35	15

For all sponsorship inquiries, please contact Michelle Playfair at 519-744-1231 ext. 2262 or [mplayfair@bingemans.com](mailto:mplayfair@bingemans.com)

## DESIRED SPONSORSHIP LEVEL:

PLATINUM PRESENT    
  5 GOLDEN RINGS    
  SILVER SLEIGH    
  SNOWMAN

SPONSOR COMPANY (PLEASE PRINT)

SPONSOR NAME (PLEASE PRINT)

DATE (PLEASE PRINT)

SPONSOR SIGNATURE