



LUMINARIA

EXPERIENCE THE LIGHT

A new Christmas tradition is coming to Utah! The Ashton Gardens at Thanksgiving Point will be transformed in **Luminaria: Experience the Light**.

Held in the evenings November 21 through December 31, 2016 (*closed Sundays*), guests will experience never-before-seen light displays, interactive activities, craveable treats, and the joy of celebrating the holiday with friends and loved ones. Capture the perfect selfie with a 120-foot tree of lights. Enjoy the beautiful and inspiring new Light of the World garden lit by flickering warm candlelight.

Additional amenities: Prime time ticketing, premium parking, and reserved spaces for unique gatherings.

Event Duration: 35 evenings

Estimated total attendance: 70,000

Exclusive Presenting Sponsorship - \$50,000

- Recognition as Presenting Sponsor of the 2016 Luminaria: Experience the Light on all advertising materials. (*including outdoor, digital online, radio, website, event signage, and social media mentions*).
- Six social media mentions on platform(s) of sponsor's choice.
- Custom welcome message in event program.
- Logo displayed on Thanksgiving Point Luminaria website.
- Opportunity to contribute quote of support for media releases.
- 100 complimentary Luminaria tickets.
- 20 VIP parking passes.
- 8 Invitations to exclusive preview event.
- 6 Sponsor Transferable Thanksgiving Point Memberships.

Platinum Sponsorships - \$20,000 each opportunity

Warm Welcome

The entrance to Luminaria: Experience the Light is awash with all of the colors of Christmas. Ashton Gardens Visitor Center roof is fully wrapped in lights, creating a stunning landmark. Guests are treated to the first hint of the magic to come.

Tree Top Summit

A 120-foot tree of lights soars at the top of the Vista Mound, surrounded by strands of multi-colored lights and light features.

Mosaic

8,000 luminarias create a sweeping vista of color and light down the Grand Allee. Unlike anything seen before, the "Mosaic" leads the eye to the tree top summit.

- Logo on internally lit welcome sign.
- Logo displayed in event program.
- Logo displayed on Thanksgiving Point Luminaria website.
- 40 complimentary Luminaria tickets.
- 8 VIP parking passes.
- 6 Invitations to exclusive preview event.
- 4 Sponsor Transferable Thanksgiving Point Memberships.

Gold Sponsorships - \$10,000 each opportunity

S'mores Village

Fire pits dot the waterfall amphitheater for friends to gather and make delicious s'mores. A children's area is filled with "throw the ring on the reindeer horn," dress a snowman, and lots of fun. The festival marketplace place offers food and shopping.

Poinsettia Pathway to Poinsettia Place

The Garden Path Greenhouse is transformed into a botanic wonderland with hundreds of seasonal flowers, beautiful displays, and a space to warm up with hot chocolate.

Candy Cane Lane with Peppermint Patch

The first Luminaria experience upon entering the Ashton Gardens, guests are greeted with scented peppermint mulch, red and white striped trees, and a whimsical photo opportunity.

Reindeer Woods

These popular holiday visitors move from water tower plaza to Luminaria in 2016. Guests visit two of Santa's live reindeer at the base of the Vista Mound and snack on concessions treats.

Snowflake Luminaria Lane

Cheerful snowflakes dance around a giant snowman, leading guests out of Luminaria through the final opportunity to see "Mosaic." Guests exit a path lined with luminaries for a warm goodbye.

- Logo on internally lit welcome sign.
- Logo displayed in event program.
- Logo displayed on Thanksgiving Point Luminaria website.
- 20 complimentary Luminaria tickets.
- 4 VIP parking passes.
- 4 Invitations to exclusive preview event.
- 2 Sponsor Transferable Thanksgiving Point Memberships.

Silver Sponsorships - \$5,000 each opportunity

Colorful Cavern with Merry Moose

Colorful Cavern throws cool white and blue lights throughout a cave walk. A mirror ball twirls and light refracts throughout. The walk culminates with our "Merry Moose," a large bronze moose covered with lights.

Aspen Alley

A forest path meanders through a corridor of graceful aspens wrapped in twinkling lights of blues and greens.

Winter Woodlands with Sparkling Stream

Globes hang from overhead trees, guiding guests through a woodland path. The path ends at the Creek Garden, lit with dancing blue lights simulating a dancing river.

- Logo on internally lit welcome sign.
- Logo displayed in event program.
- Logo displayed on Thanksgiving Point Luminaria website.
- 10 complimentary Luminaria tickets.
- 1 VIP parking pass.
- 1 Sponsor Transferable Thanksgiving Point Membership.



**For more information contact Lorraine Gaufin
801.768.7433 or lgaufin@thanksgivingpoint.org**