



Transform Your Brand with the Tanglewood Park Festival of Lights: Title Sponsorship Opportunity

Scope and Event Overview

The Forsyth County Parks and Recreation Department invites distinguished companies to become the Title Sponsor of the Tanglewood Park Festival of Lights. A beloved tradition since 1991, has captured the hearts of Forsyth County and beyond. Each holiday season, families, friends, neighbors, and visitors from afar come together to celebrate in the magical glow of this enchanting event. Spanning from mid-November to New Year's Day, the Festival of Lights has become a must-see attraction, drawing an impressive 55,000 vehicles and approximately **300,000 visitors** on average annually. Imagine the wonder on everyone's faces as they embark on a delightful **5-mile journey** through dazzling light displays, larger-than-life installations, and holiday cheer that fills the crisp night air.

At the heart of the experience lies **Gift Village**, nestled inside the charming Red Barn at Tanglewood. Here, guests can take a break from the lights to explore a cozy indoor market featuring over **40 local artisans** offering handmade treasures—from intricate wood art to sweet bakery treats. And just outside the barn, this area includes the third-party operated sale of s'mores kits, beverages, and small concession snacks. Additionally, multiple gas lit firepits for s'mores roasting and picnic table seating to relax and enjoy your snacks before getting back on the light show route! Visitors can enjoy a variety of snacks and beverages, making it the ideal spot to unwind with loved ones before continuing the festive drive-through.

Beyond the mesmerizing displays, the **Festival of Lights** goes the extra mile to give back to the community. On four special nights, local organizations come together to raise funds for meaningful causes, adding an extra layer of warmth and generosity to the event. This cherished holiday tradition isn't just for locals—people from neighboring counties and even further afield make the trip to experience this one-of-a-kind show, creating lasting memories and supporting local businesses along the way. From shopping and dining to staying overnight, visitors help boost the economy while soaking in the holiday spirit.

With marketing efforts that span social media, local news, billboards, and more, the Festival of Lights shines bright across the region. For the upcoming season, we're expecting **6.5 million impressions**, offering a golden opportunity for companies to partner with us and align their brand with an event that touches so many hearts. We're excited to invite enthusiastic sponsorship partners to join us for the **2025** season and beyond.

Together, we can make this magical experience even brighter and bring joy to thousands of families. Explore our title sponsorship option below and learn how you can be part of this timeless holiday tradition!

Title Sponsorship:

As a Title Sponsor, your company will receive premium recognition, including:

- Your company name integrated into the event name, e.g., "*Tanglewood Park Festival of Lights Sponsored by [Company Name]*."
- Prominent recognition across marketing materials, leveraging a \$33,000 annual media budget.
- Inclusion in all printed media, including rack cards and posters.
- Featuring on the event logo and annual theme.
- Option to install custom lights display within the park/show (subject to approval).
- Exclusive employee/customer appreciation night access before the public opening, including access to all event features.
- 250 complimentary tickets to the show, valued at \$5,000.
- Company logo on the back of all Festival of Lights T-shirts sold at the Gift Shop.

General Information

Qualification Criteria

- Private entities with an active presence in the area.
- Financial capability and willing to commit to a 3–5-year contract term.
- Strong marketing channels, including social media, to promote the event.
- Willingness to collaborate closely with Forsyth County staff for event success.

Proposal Submission Format

- **Company Profile:** Provide a brief background, mission, and previous sponsorship experiences, including the information as outlined in Attachment A must be provided:
- **Sponsorship Intent:** Statement of interest, and reason for choosing to sponsor the Festival of Lights.
- **Sponsorship Contribution:** Specify the annual flat sponsorship fee, with options to additional constitutions to enhance branding opportunities during the event if applicable.
- **Submission:** All proposals must be submitted electronically via email at: **wilesan@forsyth.cc**

Evaluation Criteria

All responsive and responsible offers meeting or exceeding the qualification criteria will be considered. The County reserves the right to negotiate and select the proposal most beneficial to the community.

Term

The contract term is preferred for three years, with possible renewals for up to five years, offering long-term collaboration.

ATTACHMENT A - Company Profile

1. Name of Company:

2. Headquarter Address:

City, State, ZIP Code: _____

3. Office Address in North Carolina (*if different and if applicable*):

City, State, ZIP Code: _____

4. Business Organization:

☐ Sole Proprietor	☐ Partnership
☐ Limited Liability Company	☐ Corporation; State of Incorporation

5. Company Mission Statement or Brand Values:

6. Number of Years in Business: _____

7. Total Number of Active Employees: *Full-Time* _____ *Part Time* _____

7.1 Total Number of Active Employees Residing in Triad/Forsyth County Region:

Full-Time _____ *Part Time* _____

8. Are You Registered with the NC Secretary of the State: Yes _____ No _____