

SUGAR LANE 2023  
SPONSORSHIP TIERS



**DIAMOND**

HEDADLINE SPONSOR TO THE EVENT

- COMPANY LOGO ON ALL TICKETS AND SUGAR LANE WEBSITE
- SOLE DIGITAL ADVERTISING SPACE SPONSORING OUR BIGGEST TUNNEL (THE MATRIX TUNNEL, THIS TUNNEL HAS THE MOST AMOUNT OF TRAFFIC BUILD UP)
- DIGITAL SIGN FEATURING YOUR COMPANY WILL BE PLACED BEFORE THE TUNNEL ENTRANCE SHOWING THAT YOUR COMPANY HAS SPONSORED THIS TUNNEL.
- CAN INCLUDE QR CODE, CONTACT INFO, COMPANY NAME AND UP TO 8 WORDS OF TEXT. (DIGITAL FILES OF IMAGE, WEBSITE LOGO AND ANY OTHER INFO YOU WOULD LIKE TO INCLUDE)
- 20 FREE TICKETS INCLUDED - TICKETS GOOD FOR ANY DAY/TIME.
- 20% OFF UNIQUE DISCOUNT CODE FOR EMPLOYEES AND FRIENDS OF EMPLOYEES. (PROMO CODE WIL BE COMPANY SPECIFIC WITH YOUR COMPANY NAME INCLUDED IN THE CODE.)

\$20,000

**SUGARLANELIGHTS.COM**

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## GOLD

- SOLE DIGITAL ADVERTISING SPACE SPONSORING ONE OF 4 SHOWSTOPPING TUNNELS. COMPANY LOGO ON SUGAR LANE WEBSITE.
- DIGITAL SIGN WILL BE PLACED BEFORE THE TUNNEL ENTRANCE SHOWING THAT YOUR COMPANY HAS SPONSORED THIS TUNNEL.
- CAN INCLUDE QR CODES, CONTACT INFO, COMPANY NAME AND UP TO 8 WORDS OF TEXT. (DIGITAL FILES OF IMAGE, WEBSITE LOGO AND ANY OTHER INFO YOU WOULD LIKE TO INCLUDE)
- 10 FREE TICKETS INCLUDED - TICKETS ARE GOOD FOR ANY DAY/TIME.
- 10% DISCOUNT CODE FOR EMPLOYEES AND FRIENDS OF EMPLOYEES. PROMO CODE WILL BE COMPANY SPECIFIC WITH YOUR COMPANY NAME INCLUDED IN THE CODE.

\$7,500

[SUGARLANELIGHTS.COM](https://www.sugarlanelights.com)

# SUGAR LANE 2023 SPONSORSHIP TIERS



## SILVER

- SHARED DIGITAL ADVERTISING SPACE AT THE ENTRANCE OR EXIT OF SUGAR LANE LIGHTS
- MEDIA WILL BE CREATED BY SUGAR LANE LIGHTS
- MAX OF 8 COMPANIES PER SIGN - EACH ADVERTISEMENT WILL LOOP EVERY 8 SECONDS.
- CAN INCLUDE QR CODES, CONTACT INFO, COMPANY NAME. (WILL NEED DIGITAL FILES OF IMAGES, WEBSITE LOGO, AND ANY OTHER CONTACT INFO YOU WANT TO INCLUDED.)
- 5 FREE TICKETS INCLUDED - TICKETS GOOD FOR ANY DAY/TIME.

\$2,500

## BRONZE

- UP TO A 4' X 8' BANNER PLACED ON THE DRIVEWAY LEADING UP TO THE ENTRANCE OF SUGAR LANE LIGHTS.
- BANNER TO BE PROVIDED BY YOU (SUBJECT TO APPROVAL BY SUGAR LANE LIGHTS)
- 2 FREE TICKETS INCLUDED - TICKETS GOOD FOR ANY DAY/TIME.

\$1,000

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