



# THE LIGHT PARK

Executive Summary

Timeline

February

March

April

May

June

Concept Images

## CREATIVE PLAYBOOK 2026 SEASON

# THE LIGHT PARK

A Comprehensive Strategic Guide for Creating  
Magical Holiday Experiences Across 8 Venues

Featuring DJ Polar Ice, Pixel Penguin & The Gnomies Universe

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# Executive Summary

## Strategic Vision for the 2026 Season



### Mission Statement

THE LIGHT PARK 2026 season represents a transformative leap forward in holiday entertainment, expanding to 8 venues across multiple locations while introducing innovative character-driven experiences featuring DJ Polar Ice and Pixel Penguin. Our strategic approach integrates cutting-edge technology, immersive storytelling, and enhanced guest experiences to create unforgettable holiday memories.



### Key Objectives

- **Venue Expansion:** Successfully launch the new Oklahoma City park location with optimized traffic flow and enhanced safety measures

- **Character Integration:** Fully integrate DJ Polar Ice and Pixel Penguin across all marketing materials, show content, and guest touchpoints
- **Experience Enhancement:** Redesign tent experiences with digital screens, improved merchandising, and standardized layouts across all venues
- **Digital Transformation:** Launch mobile app and YouTube channel to extend brand engagement beyond the physical event
- **Content Creation:** Develop new audio sequences, bumper tracks, and theme songs to enhance the synchronized light show experience



## Brand Cohesion

All materials and experiences will maintain strict adherence to THE LIGHT PARK brand identity, utilizing our signature color palette (primary purple, ice blue, accent purple, gnome red) and character universe to create a cohesive, recognizable brand presence across all touchpoints.



## Success Metrics

Success will be measured through guest satisfaction scores, social media engagement, merchandise sales growth, mobile app adoption rates, and year-over-year attendance increases across all venues.

# Project Timeline Overview

February - June 2026 Strategic Roadmap



## Gantt Chart - Phase Overview

Visual representation of task dependencies and timelines

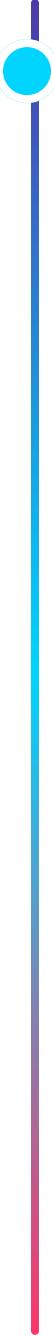
Phase	Duration	Timeline (February – June 2026)
Character Development	Feb–Mar	DJ Polar Ice Avatar
Pixel Penguin Design	Feb	Concept & Final
Venue Layout Design	Feb–Apr	OKC & Returning Venues
Tent Enhancement	Feb–May	Design & Production
YouTube Launch	Mar–May	Channel Setup &
Mobile App Dev	Feb–Apr	Consultation to Beta
Content Creation	Mar–Apr	Audio & Storyboard
xLights Integration	Mar–Apr	Layout & Sequencing

Phase	Duration	Timeline (February – June 2024)
<b>Social Media Launch</b>	May	
<b>Community Outreach</b>	Jun	



## Linear Timeline – Milestones

Key milestones and completion targets



## **February 2026**

### **Foundation & Character Development**

- DJ Polar Ice  
avatar photo  
shoot and  
modeling  
complete
- Pixel Penguin  
concept designs  
finalized
- Oklahoma  
City park layout  
approved
- Tent  
enhancement  
concepts  
designed



## March 2026

### Content & Digital Platform Launch

- YouTube channel created (private)
- Festival map prototypes developed
- Mobile app beta testing begins
- Theme song and audio tracks produced

## April 2026



### Integration & Finalization

- Bumper tracks integrated into xLights
- All festival maps finalized and printed
- Branding review and approval complete
- Mobile app finalized and tested



## May 2026

### Public Launch & Production

- Social media channels officially launched
- Tent improvement production underway
- Early bird sales campaign begins
- Photo op area construction starts

## June 2026



### Community Engagement

- School spirit night partnerships established
- Business group sales programs launched
- App audio content and sponsorships secured
- All preparations for season complete

## February 2026

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Foundation Building & Character Development



# DJ Polar Ice Avatar

## Development

Creating the face of THE LIGHT PARK brand

### Mascot Photo Shoot & Facial Animation

HIGH

Execute professional photo shoot of the DJ Polar Ice mascot to capture high-quality reference images for character modeling and animation development.

- Schedule professional photographer with mascot experience
- Capture multiple angles and expressions for facial animation library
- Document lighting setup for consistent brand appearance
- Create asset library for marketing and digital use

## Lip-Sync Modeling & Gesture Animation

HIGH

Develop comprehensive lip-sync and gesture animation system to bring DJ Polar Ice to life across all digital platforms and show elements.

- Create phoneme library for English and Spanish speech
- Design gesture animations for common interactions
- Test animation smoothness and timing
- Integrate with existing show control systems

## Voice Creation - Bilingual Capability

HIGH

Develop professional voice talent for DJ Polar Ice featuring both English and Spanish language capabilities to serve diverse audiences.

- Audition voice actors with bilingual capabilities
- Record core phrases and personality expressions
- Create voice modulation system for show integration
- Develop pronunciation guides for consistent delivery

## Pixel Penguin Character Design

HIGH

Create multiple concept renderings for Pixel Penguin character design, leading to final selection and approval.

- Develop 5-7 concept variations with different personality traits
- Focus on mischievous, tech-savvy, and playful characteristics
- Ensure design complements DJ Polar Ice aesthetic
- Create final 3D model and rigging for animation

## Oklahoma City Park Layout Design

HIGH

Design comprehensive layout for the new Oklahoma City venue, including traffic flow, emergency exits, fence mapping, tent positioning, and show roadmap.

- Conduct site survey and measurement
- Design traffic flow patterns for optimal guest experience
- Map emergency exit locations and fire safety compliance
- Position concession tent and merchandise areas
- Create show element placement roadmap

## **Themed Area Development – Returning Venues**

**MEDIUM**

Optimize prop placement and layout designs for all returning venues, utilizing existing prop inventory from previous seasons.

- Audit existing prop inventory and condition
- Design layouts maximizing prop impact and flow
- Identify new prop acquisition needs
- Create prop placement guides for each venue

## **Tent Experience Enhancement**

**HIGH**

Redesign tent experience including merchandising improvements, entrance redesign, pixel screens, rolling shelving units, and standardized layouts across all venues.

- Design 16' tall pixel screens for tent leg entrances
- Create custom rolling shelving unit designs (collapsible for CONEX storage)
- Design rolling cart prototype for popcorn machines
- Develop standardized tent layout template
- Generate AI concept images for grand entrance and shelving configurations

## Marketing Assets Organization

MEDIUM

Create centralized digital asset library organizing all logos, branding materials, and establishing consistent file naming conventions.

- Audit existing marketing assets and brand materials
- Create cloud-based digital asset management system
- Establish file naming convention standards
- Organize assets by type, season, and usage

## Mobile App Development Initiation

MEDIUM

Begin mobile app development process with initial consultation, concept discussion, and requirements gathering with development team.

- Schedule initial consultation with app developer
- Discuss core features and user experience goals
- Gather technical requirements and specifications
- Define project timeline and milestones

# March 2026

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## Content Creation & Digital Platform Development



### Digital Platforms & Content Launch

Building THE LIGHT PARK digital presence

#### YouTube Channel Launch

MEDIUM

Create "The Light Park" YouTube channel (private initially) and conduct comprehensive brand consistency review before public launch.

- Create channel with proper branding and description
- Design channel art and thumbnail templates
- Upload initial content library for review
- Conduct brand consistency audit before going public

## Festival Map Prototype Development

HIGH

Develop site-specific festival map prototypes for each venue in guest handout format, with sponsorship integration opportunities and DJ Polar Ice story teaser.

- Design map templates for all 8 venues
- Incorporate DJ Polar Ice story teaser content
- Create sponsorship placement zones
- Begin sponsor outreach for printing costs

## Mobile App Development Progress

HIGH

Provide all branding materials to developer, ensure brand consistency throughout app, and review beta versions for quality assurance.

- Transfer complete brand asset package to developer
- Review and approve UI/UX designs
- Test beta versions for functionality and brand alignment
- Provide feedback and iteration guidance

## **Storybook Concept Writing**

MEDIUM

Develop narrative story for DJ Polar Ice and create teaser content for inclusion in festival map handouts.

- Write comprehensive DJ Polar Ice origin story
- Create teaser excerpts for map handout
- Develop character dialogue samples
- Ensure story aligns with brand personality

## **Theme Song/Jingle Creation**

HIGH

Develop signature audio branding through theme song creation, designed for integration into marketing materials and show audio.

- Compose memorable theme song/jingle
- Create instrumental and vocal versions
- Produce variations for different uses (short, full, instrumental)
- Integrate into marketing and show systems

## Character Dialog Development

MEDIUM

Write bumper track scripts between songs to add personality and enhance the show experience with character-driven content.

- Write bumper track scripts for between-song transitions
- Develop character-specific dialogue patterns
- Create bilingual content (English/Spanish)
- Review for brand alignment and appropriateness

## New Audio Track Production

HIGH

Create minimum 3 new synchronized light show sequences for the 2026 season featuring current music and enhanced visual effects.

- Select 3 music tracks for new sequences
- Design light synchronization patterns
- Program sequences in xLights software
- Test and refine for optimal guest experience

## Digital Character Images

MEDIUM

Create pixel screen-optimized graphics of characters for tree display integration with phoneme animations for lip-sync capability.

- Design character graphics optimized for pixel screens
- Create phoneme animation frames for lip-sync
- Design tree display integration graphics
- Test display quality across different screen sizes

## xLights Layout Completion

HIGH

Map all existing sequences to 2026 venue layouts, test new HTML upload scripts, and enable mid-season sequence update capabilities.

- Map existing sequences to all 8 venue layouts
- Test HTML upload scripts for remote updates
- Establish mid-season update protocols
- Create backup and version control system

## Photo Op Area Planning

MEDIUM

Design photo opportunity area concepts utilizing child loading zones at venues for memorable guest photo experiences.

- Design photo op area layouts
- Identify optimal locations at each venue
- Create themed backdrop designs
- Plan lighting and prop placement

# April 2026

## Integration & Finalization Phase



# Integration & Final Approval

Bringing all elements together

## Bumper Track Integration

HIGH

Import all bumper tracks into xLights, add theme song instrumental backgrounds, and maintain light animation during transitions.

- Import all bumper tracks into xLights system
- Add theme song instrumental backgrounds
- Create transition animations for light shows
- Test integration across all venues

## Site Layout Finalization

HIGH

Complete festival maps for all 8 venues and obtain printing quotes from both domestic and overseas suppliers.

- Finalize all festival map designs
- Obtain domestic printing quotes
- Solicit overseas printing quotes for cost comparison
- Make final printing decision based on quality and cost

## Branding Finalization

HIGH

Conduct comprehensive review of all graphic designs and ensure complete brand cohesion across all materials.

- Audit all graphic designs for brand consistency
- Review color usage and typography
- Ensure character representations are accurate
- Obtain final approvals from stakeholders

## App Finalization

HIGH

Confirm all app use cases and test ticketing system integration to ensure seamless user experience.

- Confirm all app features and use cases
- Test ticketing system integration thoroughly
- Conduct user acceptance testing
- Prepare for app store submission

# May 2026

Public Launch & Production Phase



# Public Launch & Production

Going live with THE LIGHT PARK 2026

## Social Media Launch

HIGH

Begin official content release on YouTube, TikTok, and Instagram. Monitor engagement metrics and adjust strategy based on performance data.

- Launch official content on all platforms
- Post teaser content and character reveals
- Monitor engagement metrics daily
- Adjust content strategy based on performance data

## Tent Improvement Production

HIGH

Finalize concession enhancement designs and begin manufacturing and procurement of all tent improvement elements.

- Finalize all concession enhancement designs
- Begin manufacturing of pixel screens
- Procurement of rolling shelving units
- Fabrication of rolling carts for equipment

## Early Bird Sales Planning

MEDIUM

Define promotional offers for June/July early bird sales and establish pricing strategy for the 2026 season.

- Design early bird promotional packages
- Establish pricing tiers and discounts
- Create marketing materials for early bird campaign
- Set launch dates for promotional periods

## Sequence Upload Process

HIGH

Upload new and existing tracks to all props across all venues. Continue upload process through July as needed for system testing.

- Upload all new sequences to venue props
- Update existing sequences with new content
- Test playback quality across all venues
- Continue updates through July as needed

## Photo Op Area Construction

MEDIUM

Begin construction of photo opportunity areas based on April designs at all venue locations.

- Begin construction of photo op backdrops
- Install lighting and props at photo areas
- Test photo quality and guest experience
- Make adjustments based on site conditions

# June 2026

## Community Engagement & Pre-Season Preparation



### Community Engagement

Building partnerships and community connections

## Community Outreach

MEDIUM

Contact local schools for "spirit nights" partnership opportunities and approach businesses for group sales programs.

- Contact local schools about spirit night partnerships
- Develop school partnership packages
- Approach local businesses for group sales
- Create promotional materials for business partnerships

## App Audio Content Creation

MEDIUM

Develop pre-arrival audio experience and create queue entertainment content. Explore sponsorship opportunities for audio segments.

- Develop pre-arrival audio content for app
- Create queue entertainment audio segments
- Explore sponsorship opportunities for audio content
- Integrate audio content into mobile app

# Concept Visualizations

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AI-Generated Concept Images for Tent Enhancements



## Grand Entrance Design

Concept visualization of the enhanced tent entrance featuring 16' tall pixel screens displaying DJ Polar Ice content, creating an immersive arrival experience for guests.



## Merchandise Display

Custom rolling shelving units showcasing DJ Polar Ice plushies, electric lemonade, cake pops, and cotton candy bags in an organized, visually appealing arrangement.



## Concession Experience

Rolling cart prototype for popcorn machines featuring themed branding and efficient service design, complete with standardized layout across all venues.



## Photo Opportunity Area

Themed photo op area design utilizing child loading zones, featuring DJ Polar Ice and Pixel Penguin backdrops for memorable guest photos.

**THE LIGHT PARK**

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Creative Playbook – 2026 Season

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