



Sponsors & Partners,

After months of planning and fundraising, we are excited to announce that we have reached our initial fundraising goals to move forward with Winter Wonderfest 2016! We hope to make this event a yearly tradition for the Cape region and cannot do that without our community being involved.

To our fully committed sponsors... Thank you for your contribution and commitment. We truly appreciate in your involvement in the vision of Winter Wonderfest on this 1st year.

To our potential sponsors... With the 'green light' of the project, we hope that you would consider getting involved in this event that will bring tens of thousands of people to the Cape Region during November and December. One of our team or board member will be reaching out to discuss our partnership opportunities.

As the attached, updated information packet indicates, our marketing efforts to the general public begin August 15th. At which point, we hope you will help spread the word as we reach out to the community about this exciting event.

It is essential to get the larger part of the community involved in an event that will continue to strengthen & better the community that we all live in. I hope you will join us in the support of this event and take part in the promotion of it this Fall.

Cheers,

Josh Grapski
Festival of Cheer Inc.
Board Member

FESTIVAL OF CHEER, INC.
Presents..



Wonder*FEST*

Featuring

**Holiday Lights &
Christmas Village**

NOV 18²⁰¹⁶ – JAN 1²⁰¹⁷

**PARTNERSHIP
OPPORTUNITIES**



Happy Holidays! (Almost)

As thousands of visitors are still packing our beaches on hot summer days, it is hard to believe that the holiday season is just around the corner. Festival of Cheer, Inc. has shifted our focus into high gear to present our inaugural Winter WonderFEST, and we believe your organization would be an ideal partner to make this event a success.

We are moving forward with announcing this event to the public on August 15, 2016, and we would be honored to announce your company as a leading partner for our first event.

Inside this packet, you will see how our vision for this event has shifted based on the incredible partnerships we were able to form with not only our presenting sponsors, La Vida Hospitality and Schell Brothers, but many incredible organizations including Delaware State Parks, the Cape-May Lewes Ferry, Brandano Displays, Social Butterfly, Barefoot Ventures, Races2Run, and more. We have focused the scope of the festival to include a professional light display show at Cape Henlopen State Park and a Winter Carnival at the Ferry Terminal. With the finalized scope of the festival, we have adjusted our sponsorship levels. You may review the finalized levels on the last page of this document.

As we enter the fall season, we are looking to increase our sponsorship support. While we have secured enough funding to move the event forward, and any additional support will help us reach our goal of raising \$50,000. Additionally, your organization can assist with any potential marketing and awareness opportunities within your organization. Whether your company can assist with social media campaigns, provide Winter WonderFEST swag for employees to show off, or offer special promotional opportunities for our event, together, we can create a new family tradition for the holiday season.

- The Board of Directors and Management Team



Our Attractions

Festival of Cheer has partnered with several organizations to produce Winter Wonderfest. Our Management Team has secured commitments from several significant producing partners including: Delaware State Parks, Delaware River and Bay Authority, La Vida Hospitality, Schell Brothers, Barefoot Ventures, Social Butterfly, and more. Together, these leaders in their respective industries have crafted a tremendous vision for Winter WonderFEST.

Centered around two main attractions, a professional light show and winter carnival, we are confident that this will be the must-go event for the region. Opening to the public on November 19, the main attractions listed below will operate Thursday through Sunday, Nov 19 - Dec 18, 2016 and daily from Dec 22 - January 1, 2017.

Attraction One - Holiday Light Show

- Located within Cape Henlopen State Park
- Duration: 20 Minutes (2 Miles)
- Stay-In-Your-Car Experience - Rain or Shine!
- 70 professional light displays
- 3-D Experience and Scavenger Hunt

Attraction Two - Winter Carnival and Concert Series

- Located at the Cape May - Lewes Ferry Terminal Grounds
- 8 to 12 outdoor amusement rides and games
- Concerts from local music organizations
- Holiday activities and games inside the Terminal
- Additional light displays and professionally decorated facility

In addition to the main attractions, we will organize special events in partnership with area nonprofit organizations. Our premiere special event, ***Dashing Through the Show***, will feature a 5K Run and 1.5K "Fun-Walk" through our light show to celebrate the opening of Winter WonderFEST on November 18, 2016. Additional community partnership activities will be announced this fall.



Our Mission

Creating a Brighter Future for Sussex County

Festival of Cheer, the non-profit producing organization of Winter WonderFEST, was formed by community leaders with the mission to enrich lives by creating cultural events and health related activities throughout the Cape region and to increase philanthropic support of organizations supporting those residing in and visiting Sussex County, Delaware.

Festival of Cheer will produce events throughout the Delaware Beaches to raise awareness and funds surrounding four focuses: Health, Education, Culture, and Environment. We are building these events with the intention that they become institutions in our community and throughout the Mid-Atlantic region.

By bringing together residents, visitors, businesses, and non-profit organizations, we will create a brighter future for Sussex County by infusing the region with high quality and family-friendly events while reinvesting the proceeds from these events directly into the non-profits that strengthen our community.



Inaugural Partnership Levels

	Light Display Signage	Guide Book Ad	Dashing Through the Show Participants	Festival Swag	Print Ad Logo	Radio Mentions
Presenting \$25,000	6 Displays + Custom	2 pages	20	Yes	Yes	Yes
Diamond \$10,000	5 Displays	1 page	15	Yes	Yes	X
Platinum \$7,500	4 Displays	3/4 page	10	Yes	X	X
Sapphire \$5,000	3 Displays	2/3 page	8	X	X	X
Emerald \$2,500	2 Displays	1/2 Page	6	X	X	X
Ruby \$1,000	1 Display	1/3 page	4	X	X	X
Gold \$500	Shared Display	1/4 page	2	X	X	X

All sponsor logos will be place on our website with a live link to your website.

Social Media Campaigns will be customized for each sponsor based on your level of giving. Presenting and Diamond Parters will receive personalize video marketing.

Employee Discount Pricing available for Presenting and Diamond Partners.



SOCIAL MEDIA ENGAGEMENT

	Facebook Logo Post	Facebook Live Video On-Site	Facebook On-Site Photo Op	Instagram Logo Post	Instagram On-Site Photo Op	Complete Media Story
Presenting \$25,000	4 Prior 1 post	YES	YES	YES	YES	YES
Diamond \$10,000	4 Prior 1 post	YES	YES	YES	YES	YES
Platinum \$7,500	3 Prior 1 post	X	YES	YES	YES	X
Sapphire \$5,000	2 Prior 1 post	X	YES	YES	YES	X
Emerald \$2,500	1 Prior 1 post	X	YES	YES	YES	X
Ruby \$1,000	1 Prior 1 post	X	X	YES	X	X
Gold \$500	1 Prior 0 post	X	X	X	X	X

INCREASE YOUR SOCIAL MEDIA PRESENCE WITH WINTER WONDERFEST!

Reach out to us to collaborate on any special events to cross promote Winter WonderFEST and your business on social media! We want your help in making the community aware of both of our events! No matter the level of generous support your company is contributing, we are hoping you will take this advantage to reach out to thousands of more people. Need ideas? Here's some great ones!

HOST A COMMUNITY FUNDRAISING & AWARENESS NIGHT!

DECK YOUR EMPLOYEES OUT IN WONDERFEST SWAG!

RAFFLE OFF EXCITING PRIZES TO SUPPORT WINTER WONDERFEST!

By hosting a partner event prior to the opening night of Winter WonderFEST, or offering a raffle for the duration of the event, we will ensure the community is aware of the event via social media, and if deemed necessary, our media partners. At a minimum, your organization will receive two additional Facebook posts and one additional Instagram post.