

SPONSORSHIP OPPORTUNITIES 2025



*Winterhaven
Festival of the Lights*

SPONSORSHIP

DECEMBER 13-27, 2025 | 6PM-10PM NIGHTLY

For over 70 years, the Winterhaven Festival of Lights has been the heartbeat of Tucson's holiday season—an annual tradition that brings families, friends, and visitors together in one of the largest neighborhood holiday celebrations in the nation.

Over 200,000 people stroll through Winterhaven's decorated streets each year during the two-week event, making it Southern Arizona's largest holiday gathering and a signature cultural experience.

WHY IT MATTERS?

The Festival isn't just about lights—it's about community. For generations, neighbors have transformed their yards into whimsical wonderlands, creating a place where joy, nostalgia, and tradition collide.

It's where grandparents bring their grandchildren, friends reunite, and newcomers discover the magic of Tucson during the holidays. This tradition strengthens our community, drives tourism, and fosters civic pride—while remaining completely free and open to the public.



**WINTERHAVEN
FESTIVAL OF LIGHTS**

WHY IT MATTERS?

Sponsorship of the Winterhaven Festival of Lights is more than brand exposure—it's a chance to align your business with joy, tradition, and the region's most beloved community gathering.

With attendance topping 200,000 guests and extensive media coverage, your business will enjoy high visibility while helping preserve and grow this treasured holiday tradition.



SPONSORSHIP OPPORTUNITIES INCLUDE

- **Yard Decorating Sponsorships** – Feature your brand on decorated yards throughout the neighborhood.
- **Promotional Booth Activations** – Connect directly with festival-goers at high-traffic locations.
- **Street & Banner Sponsorships** – Place your message where it will be seen by thousands nightly.
- **Assisted Living Drive-Through Night** – Support accessibility by sponsoring a cherished evening dedicated to assisted living communities.
- **Digital & Media Promotions** – Amplify your reach with exposure on the Festival website, social media, event signage, and television coverage.

IMPACT FOR SPONSORS

By sponsoring Winterhaven, your business will:

- Reach 200,000+ diverse attendees over two weeks.
- Gain exposure across multi-channel promotions—social media, website, press, and regional TV.
- Be recognized as a champion of community, culture, and holiday tradition.

JOIN US IN LIGHTING THE WAY

Your sponsorship keeps the lights shining and ensures the Winterhaven Festival of Lights remains a gift to our community for generations to come. Together, we can continue to create magical holiday memories while showcasing the power of community spirit.



FOR SPONSORSHIP QUESTIONS CONTACT

Kate Marquez
2025 Winterhaven Festival of Lights Chair
amandakatemarquez@gmail.com
(520) 240-2766



Customized sponsorship levels to suit your needs



Innventive, Artistic Opportunities to Elevate your Brand and show support for a great cause

SPONSORSHIP PACKAGES

\$250 FRIEND OF THE FESTIVAL

- Name recognition on the festival website and supporter page
- Name recognition on the center island signage with names of all Friends of the Festival and Event Sponsors
- Exclusive Winterhaven commemorative ornament mailed after the season
- Listing in end-of-season email newsletter to approximately 10,000 subscribers
- Optional brand mention in quarterly community newsletter

\$5,000 - SPECIAL EVENT SPONSOR (ONLY 7 AVAILABLE)

Brand one prominent festival feature with your logo incorporated (Choice of One from Below)

- *Community art installation in one yard in honor of the holiday spirit - Sponsor provides decor, or Winterhaven will connect them with an artist or group to decorate the yard.*
- *Utilize your employees as volunteers to help decorate a yard for a family in need of support*
- *Sponsor Assisted Living Bus Night Drive Through*
- *Volunteer T-Shirt Sponsor (Official Commemorative T-Shirt for staff, volunteers, partners, etc)*
- *Sustainability Sponsor*
- *Interactive Activity at Booth for giveaways, games, data capture, etc.*
- Logo inclusion in press releases and post-event coverage
- Email and newsletter sponsor spotlight
- Inclusion in social media sponsor-feature post
- 10' x 10' Booth space for three festival nights of your choice
- Name recognition on the festival website and supporter page
- Listing in end-of-season email newsletter to approximately 10,000 subscribers
- Optional brand mention in quarterly community newsletter
- Shout-out on one Instagram story during the festival season

\$10,000 - STREET SPONSOR (ONLY 4 AVAILABLE)

- Exclusive branding of one entire street in Winterhaven with a giant banner with your branding at one of the four main entrances to the festival. Winterhaven will secure printing and installation of the banner.
- Logo on the welcome banner at the street entrance
- Logo inclusion in press releases and post-event coverage
- Opportunity to distribute branded swag such as LED bracelets or holiday keepsakes at the entrance
- Prominent placement in print materials, maps, digital signage, and website
- 10' x 10' Booth space for five festival nights of your choice at the main entrance
- *Honorary art and light display in the yard with your logo sign in front as "sponsored by"*
- Logo inclusion in press releases and post-event coverage
- Email and newsletter sponsor spotlight
- Inclusion in social media sponsor-feature post
- Shout-out on one Instagram story during the festival season
- Sponsor video produced post-event as a thank you on all socials

\$25,000 - THEMED NIGHT & MAIN STREET SPONSOR

- *Naming rights to the second weekend of the festival, with a booth near the front of the festival main entrance or center island for as many nights during the festival as you would like.*
- *Exclusive branding across all marketing throughout the entirety of the festival.*
- *Branded holiday photo opportunity located in a prominent location in the festival with your branding on it.*
- *Honorary art installation in a yard with a lighted holiday-branded and themed installation.*
- Logo on a dedicated banner in the heart of the festival, from tree to tree.
- Dedicated content package including blog post, website feature, and social campaign
- Logo inclusion in press releases and post-event coverage
- Email and newsletter sponsor spotlight
- Inclusion in social media sponsor-feature post
- Shout-out on two Instagram stories during the festival season
- Sponsor video produced post-event as a thank you on all socials
- Logo prominently placed on event program and directional signage throughout the festival

SPONSORSHIP PACKAGES

\$40,000+ - TITLE SPONSOR (EXCLUSIVE HELD BY TEP)

- Festival officially named "Winterhaven Festival of Lights presented by Tucson Electric Power"
- Premier logo treatment across all media, including signage, map, website, and social platforms
- Dedicated press release and interview opportunity with local media
- Custom-branded activation, such as a photo-op zone, interactive display, or branded entry arch
- Sponsor video or commercial played on the festival website and in email campaigns
- Full recognition in earned media before, during, and after the festival



MEDIA & MARKETING EXPOSURE

- **Website and Email:** Logo placement on WinterhavenFestival.org and in festival newsletters with a combined reach of over 40,000.
- **Social Channels:** Dedicated sponsor mentions, tagged posts, and integration into six weeks of festival promotion on Instagram, Facebook.
- **Press and Earned Media:** Sponsor names included in coverage by major local media, tourism outlets, and seasonal event guides.
- **Radio and Television:** Opportunities for sponsor mentions in event promotions and local station holiday calendars.
- **On-Site Visibility:** Branded signage at entrances, activation areas, and sponsor booths in high-traffic areas.
- **Community Partnerships:** Integration with the Community Food Bank donation campaign and opportunities for branded volunteer apparel or collection bins.

CREATIVE ENHANCEMENTS & ATTENDEE EXPERIENCES

- Massive community engagement with over 200,000 annual attendees in a walkable, immersive environment.
- Proven community impact, with attendees donating tens of thousands of pounds of food and over \$30,000 annually to the Community Food Bank.
- Consistent media traction and sponsor visibility through trusted local and regional outlets.
- Alignment with a beloved tradition that embodies community, creativity, and generosity.

WHY PARTNER WITH WINTERHAVEN?

By expanding sponsor benefits to include broad media reach, on-site activation opportunities, and deeper community engagement, the Winterhaven Festival of Lights offers an unmatched platform for brands to connect with tens of thousands of attendees. Together, we can preserve the magic of this iconic celebration while ensuring its long-term sustainability.

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