



PRESENTED BY
 glofiber

YORK'S PREMIERE HOLIDAY EVENT

PARTNERSHIP OPPORTUNITIES



A FIVE WEEK, FAMILY-FRIENDLY WALK-THROUGH HOLIDAY EXPERIENCE

Wednesday - Sunday 5PM - 9PM Beginning 11/20
through 12/27



BRIGHT NIGHTS HIGHLIGHTS



DAZZLING LIGHT DISPLAYS

3 million lights dancing to holiday music



FAVORITE HOLIDAY CHARACTERS

Santa, live reindeer, The Grinch, Anna and Elsa, and more to entertain guests nightly



TREATS AND ACTIVITIES

S'mores stations, arts and crafts, inflatables, photos ops and more

BRIGHT NIGHTS PARTNERS



POWDER MILL
FOUNDATION

Explore
YORK[®]
yorkpa.org
have it made hereSM



YORK
DOWNTOWN
HISTORICALLY EDGY

BRIGHT NIGHTS BY THE NUMBERS



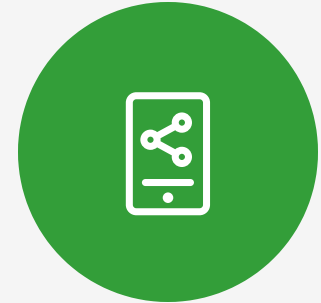
22,000

VISITORS



375,000

DIRECT IMPRESSIONS

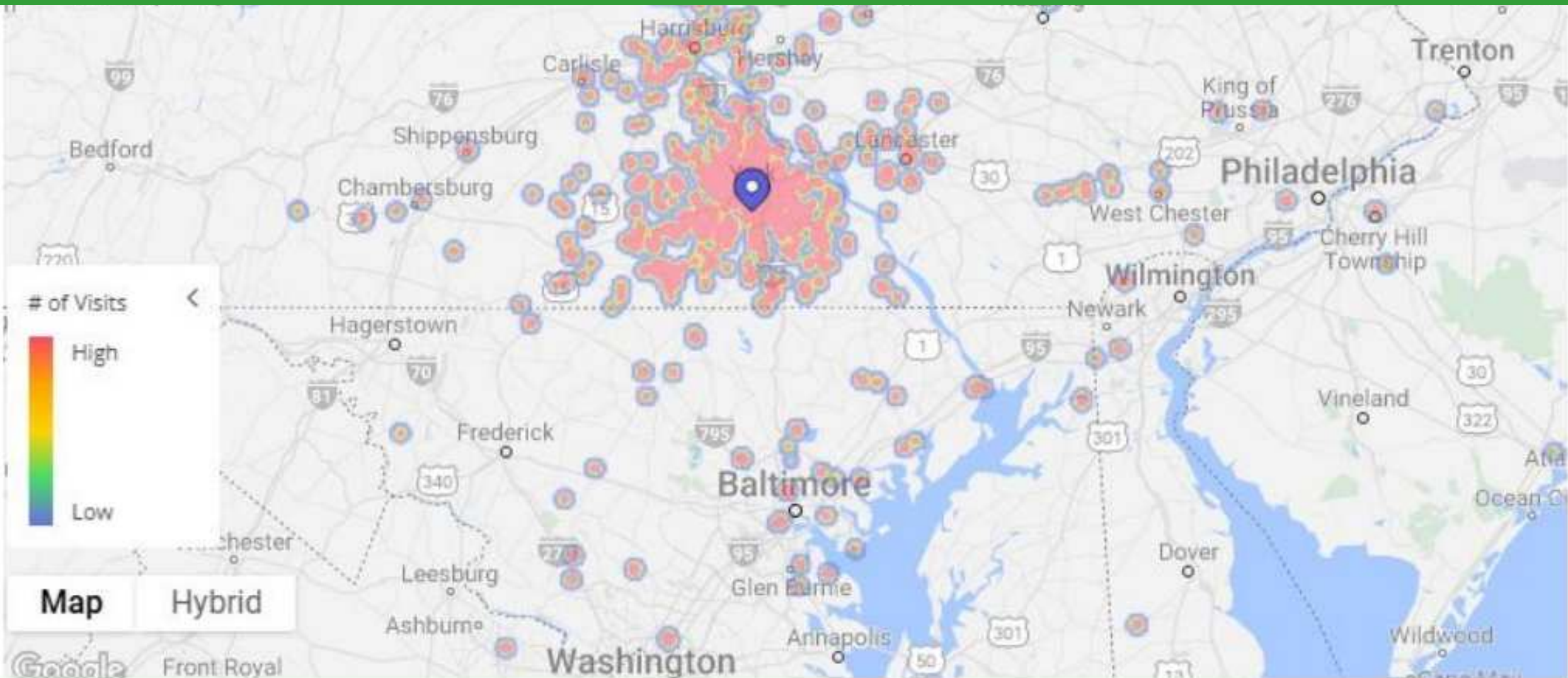


975,000,000

EARNED IMPRESSIONS

BRIGHT NIGHTS ATTENDANCE HEATMAP

York County Economic Alliance Placer.ai data



TREE DISPLAY PARTNERSHIP

Gather your team for festive bonding as you decorate a tree reflecting your brand. Each tree sponsor will select a non-profit beneficiary for a chance to win a total of \$2,250 in prizes. Guests will vote on their favorite tree with prizes to include \$1,000 for first place, \$750 for second place and \$500 for third place.



EVENT PROMOTION

- Prominent sponsor signage at your tree
- Logo rotation on the main video board through the course of the event



EXTERNAL VISIBILITY

- Sponsor recognition in a minimum of 3 Facebook posts promoting tree partners
- Sponsor recognition in a minimum of one eblast to over 40,000 enews subscribers



EXPERIENCE

- Up to 20 free tickets to attend Bright Nights

TOTAL INVESTMENT \$500