

# SPONSORSHIP OPPORTUNITIES



Lights  
on the  
Bay

LightsOnTheBay.org



**NOV. 21ST THROUGH JAN. 2ND 5-10 PM NIGHTLY**

SANDY POINT STATE PARK

To Benefit SPCA of Anne Arundel County

# ABOUT



Welcome to Lights on the Bay's 27th annual holiday light show, open to the public from Sunday, November 21, 2021, through January 2, 2022. Held at Sandy Point State Park, this event has something for everyone in the family! From two miles of exciting animated and static light displays — everything from holiday influenced themes, Annapolis inspired displays, including one that features USNA Mids tossing their covers into the air, and more — to challenging nightly scavenger hunts and trivia with prizes for the children, Lights on the Bay is sure to please and amaze all visitors. And, don't forget that Santa makes an appearance every year on Thanksgiving Day!

Lights on the Bay is open each night, including holidays, from 5PM to 10PM. Because you can view all of the displays from the safety of your car, it's a fun and safe outing for the entire family. Check out local publications and retailers for discount coupons. Sandy Point State Park is located off Route 50 at exit 32, right near the Bay Bridge.

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## TO BENEFIT SPCA OF ANNE ARUNDEL COUNTY

Lights on the Bay is produced by, and solely for the benefit of, the SPCA of Anne Arundel County — the largest and oldest animal welfare organization in the county.

We provide shelter and care for homeless animals in need, and work to advocate on behalf of animals in our community. At your SPCA, we embrace animals in need and provide them with the care they deserve, regardless of age, breed or physical condition, and then work tirelessly to match them with forever families. We place no time limit on how long an animal is cared for while awaiting adoption.

As a result of our efforts — and because of your support — we proudly maintain one of the highest life-saving rates in the country! Without your help and your support of events like Lights on the Bay, none of this would be possible.

Visit us online at [www.aacspca.org](http://www.aacspca.org) to learn more about our mission and programs.



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# 2021 sponsorship opportunities

We proudly offer five different levels of partnership as an event sponsor! Starting with our exclusive Gold Lights level —available to only one sponsor — down to our Sparkling Glitter level, there are plenty of ways for you and your organization to get noticed in the community while supporting a great cause.



	<b>GOLD LIGHTS SPONSOR</b> \$25,000	<b>SILVER STAR SPONSOR</b> \$10,000	<b>BRONZE BULB SPONSOR</b> \$5,000	<b>TWINKLING TINSEL SPONSOR</b> \$2,500	<b>SPARKLING GLITTER SPONSOR</b> \$1,000
VIP tickets with special 3-D admission	100	50	25	15	10
Name and Logo on a light display					
Dedicated Sponsor Night					
Ability to distribute branded materials to the public					
Logo included on print/broadcast					
Logo and ad in the Event Program	Full Page Ad				
Invitation to a VIP Sponsor Night to drive through the lights and tickets	40	20	10	6	4
Recognition in public relations and press release materials					
Social media mention on both Lights on the Bay and SPCA AA					
Logo on event website with link					
Acknowledgment on SPCA AA marquee for 1 week					
Logo in SPCA AA newsletter					
On-site visit from Santa and Mobile SPCA Unit					
Customized 3-D Experience with sponsor logo					
Highlighted as Lead/Title Sponsor on all support materials					



# 2021 sponsorship form



## STEP ONE

<b>SPONSORSHIP LEVEL</b>	<input type="checkbox"/> GOLD LIGHTS SPONSOR	\$25,000	<input type="checkbox"/> TWINKLING TINSEL SPONSOR	\$2,500
	<input type="checkbox"/> SILVER STAR SPONSOR	\$10,000	<input type="checkbox"/> SPARKLING GLITTER SPONSOR	\$1,000
	<input type="checkbox"/> BRONZE BULB SPONSOR	\$5,000	<b>CASH DONATION</b>	
			\$ _____	

## STEP TWO

<b>PAYMENT INFORMATION</b>	<input type="checkbox"/> Check made payable to <b>SPCA of Anne Arundel County</b> is enclosed.
	<input type="checkbox"/> Credit Card
	<b>Please contact our office directly at 410-268-4388, if you are planning to paying by credit card.</b>



## STEP THREE

<b>CONTACT INFORMATION</b> PLEASE PRINT CLEARLY OR ATTACH A BUSINESS CARD	_____		
	FULL NAME		
	_____		
	TITLE		
	_____		
	ORGANIZATION/COMPANY		
	_____		
	MAILING ADDRESS		
_____	_____	_____	
CITY	STATE	ZIP	
_____	_____	_____	
E-MAIL	TELEPHONE		

Return completed sponsorship form and payment via enclosed envelope.

**BECAUSE OF YOU, THIS YEAR'S EVENT WILL REALLY SHINE!**

Please fill out and return your sponsorship form and payment using the enclosed envelope. If you have any questions, please contact us at [lightsonthebay@aacspca.org](mailto:lightsonthebay@aacspca.org) or at 410-268-4388 ext 120.

Because we'll be including your logo in our materials, please send an eps (vector) version electronically to [lightsonthebay@aacspca.org](mailto:lightsonthebay@aacspca.org).

The SPCA of Anne Arundel County, a 501(c) (3) charitable organization, is not affiliated with, or supported by, any other SPCA or humane organization. We are 100% privately funded, operating without assistance from county, state or federal government. All donations are tax deductible to the fullest extent of the law. If you could like a copy of our current financial statement, please contact us.

