



We invite you to partner with the Nampa Recreation Department by sponsoring our *Christmas Light Tour*. This is a popular event offered two evenings in December where people experience the beauty of Christmas through the sparkle of lights. The bus tour visits spectacular light displays around Nampa, with a stop at Starbucks for a warm beverage. 400-500 people enjoy this tour each year.

In exchange for your support, your company will have the opportunity to support a popular community event while increasing your company exposure. Below is a breakdown of the benefits included in this sponsorship. We believe this sponsorship will give your company great exposure and complement your marketing strategies.

Presenting Sponsor (\$1,000)

- Company name/logo printed on marketing materials (may include posters, flyers, tickets)
- Company linked to the Nampa Parks & Recreation website for 90 days prior to the event
- Sponsor signage on each bus (provided by Nampa Recreation Department)
- Opportunity to distribute promotional materials during each tour
- 4 complimentary tour tickets
- 10% discount on ad in Nampa Parks & Recreation seasonal activity guide

I have attached the sponsor agreement for you. Please return the agreement by Friday, October 16, 2020 to be included on the marketing materials. I appreciate your consideration and look forward to hearing from you.

Sincerely,

Kari Riley
Marketing & Fundraising Coordinator
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