


SPONSORSHIP INFORMATION



The Holiday Fantasy in Lights is a Holiday themed light show set in downtown Madison's beautiful Olin Park. NECA and IBEW created the event in 1989. They wanted to use their skills and resources to give back to the community. NECA the National Electrical Contractors Association along with IBEW 159 the International Brotherhood of Electrical Workers Local 159 use this opportunity to work together to foster cooperation within the industry and provide a free drive through holiday experience for the public to enjoy, create memories together and build a tradition that works through the years for all generations. The Holiday Fantasy in lights is in it's third decade and more loved than ever. Be a part of the tradition.

 fantasyinlights.com



ORGANIZATION NAME	NECA / IBEW The Electric Group
ORGANIZATION MISSION	Provide Madison a free holiday light show
NAME OF EVENT/CAMPAIGN /GIFT DESIGNATION	Holiday Fantasy in Lights
All Sponsorships include: Lighted banner with logo at display – Name on flyer – Logo on website Name in park audio - Facebook post – VIP night invite	
NEED FOR SUPPORT	This free community event requires labor, electric, materials, maintenance, storage, staffing, communications, and more. NECA IBEW also makes donations to local charities each year on behalf of the event (regardless of event income)
DISPLAY SPONSORSHIP	\$800 and up
CUSTOM BUILD DISPLAY SPONSORSHIP	Three year commitment Year one \$4,000 and up Year two & three 50% of year one
DONOR RECOGNITION	Sponsorships above \$5,000 may receive additional exposure. Inquire for more information.
WHEN	Mid November - Early January at Olin Park Lights On Dusk till Dawn every evening. Candy Canes handed out 4:30 – 10:00 every evening
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