



*Help us make this year exciting
by sponsoring a display!*



The Electric Group's Holiday Fantasy in Lights at Olin Park.

The Electric Group was thrilled so many people were able to safely visit the Holiday Fantasy in Lights drive thru Holiday light show. Always Free. Numbers were up once again...they have continued to rise fairly drastically the past few years. More and more visitors are making memories in their vehicles as they cruise through the lights and see the sponsored displays!

What makes this event so special? This experience has continued on since 1989..... Imprinting in children as their parents and grandparents drive them through the lights. Then they grow up....and take their little ones and so it goes. It is always free and simple. You don't have to get cold. **It is quality time together.** Many go to the event multiple times each year. Making memories and enjoying the tranquility or chaos of the drive. The Electric Group takes great pride in making sure Olin Park is full of beautiful lighted displays. And we always hope for a little snow as well.

Want to help us make more memories? Each sponsor funds a display or works with us to create a custom display....this helps grow the event year after year and bring new concepts and designs to the park. The Electric group loves specialized local displays – making this light show one of a kind. Call us today and I will be happy to talk you through the process to sponsor – we make it very easy on you! Custom display and existing displays all need sponsors – A great way to promote your business and be a part of the tradition.



OVER 50,000 Vehicles each holiday season will see your logo at your display.

All sponsorships include:

- Lighted banner at display
- Company name in brochure
- Mention in the park audio
- Logo on the website
- Tickets to VIP party or drive thru



Ask me about sponsorship of a character night! A new concept we are exploring that includes a character(s) in the park waving for a little extra joy!

How do I make this happen? It's SIMPLE.

- Email or text Kelly and she will get back to you promptly.
- Discuss design ideas of a display and approve sketch or pick an existing display
- Pay invoice for sponsorship
- The Electric Group builds and stores your display, makes and installs your banner, and executes the entire show.
- Sponsor picks display or approves design and cuts a check.

Existing displays range from \$1000 - \$5000

Custom Displays

Year one \$3,000 - \$10,000
Year two 50% of year one
Year three 50% of year one

You own the display but never need to touch it and you can take possession after three years or continue on at the show at a negotiated rate.

The Holiday season feels far away but now is the time to contribute to this favorite Madison Holiday Tradition.

Call me today for more information- Kelly 608-239-7888 kelly@slackattack.com

*Help The Electric Group continue the tradition...always free.
Madison's Favorite Holiday Tradition!*



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