



Luminaria

Event at a Glance

Friday & Saturday
December 11 & 12, 2020
6pm to 10pm

For 30 years the Yakima Area Arboretum has welcomed tens of thousands of area families, free-of-charge, to experience the magic of walking through its grounds lit by the lights of over a thousand candles and twinkle lights!

After walking the Luminaria trail families can then warm up in the Jewett Center with complimentary hot drinks, enjoy listening to live music, participate in kid's crafts and shop in the Tree House Gift Shop.

Parking and shuttles for Luminaria are provided through a partnership with Yakima Transit and U-Haul.

Attendance:

5000-6000 over both nights

Demographics:

Attendees are from all populations found in the upper, middle, and lower valleys, and from as far away as Kittitas and Benton counties.

Admission: Free

Sponsorship confirmation deadline is October 15, 2020

Winter Wonderland (Presenting Sponsor)- \$ 10,000

- Exclusive logo recognition (Facebook, media release (2))
- Top tier logo recognition (website, e-vite/e-newsletter, event signage and custom gobo light, print media advertisements and thank you)
- Name recognition outreach (boosted social media posts (4), radio ads)
- 4 parking passes for Luminaria to park onsite during the event
- Special invite to Friday's "First Light" pre-Luminaria event

Candlelit Conifer (Flag Sponsor [2])- \$5,000

- Exclusive logo recognition (flags at entry drive/ trail (4))
- Second tier logo recognition (website, e-vite/e-newsletter, event signage and print media advertisements and thank you)
- Name recognition outreach (boosted social media posts (2))
- Sponsor post shares (2)
- 2 parking passes for Luminaria to park onsite during the event
- Special invite to Friday's "First Light" pre-Luminaria event

Snowy Sequoia- \$2,500

- Exclusive logo recognition (custom gobo and/or flag/sign at illuminated Giant Sequoia)
- Logo recognition (website, e-vite/e-newsletter, event signage and print media advertisements and thank you)
- Name recognition outreach (boosted social media posts (2))
- Sponsor post shares (2)
- Special invite to Friday's "First Light" pre-Luminaria event

Continued on next page



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Festive Fireside Sponsor- \$1,000

- Exclusive logo recognition (banner/sign at courtyard)
- Logo recognition (website, e-vite/e-newsletter, event signage)
- Name recognition outreach (boosted social media posts (2), print media advertisement and thank you)

Glowing Garden Sponsor- \$500

- Name recognition outreach (website, e-vite/e-newsletter, boosted social media posts(2))

Snowflake Sponsor- \$250

- Name recognition outreach (website, e-vite/e-newsletter, social media posts)