

2024 SPONSORSHIP PACKET



LUMIERE

AN IMMERSIVE CHRISTMAS EXPERIENCE

OPENING NOVEMBER 2024



SPONSORSHIP PACKET



About the Event

LUMIERE, An Immersive Christmas Experience, is Louisiana's newest Christmas Light Park, where specialized design and implementation are met with larger-than-life displays. Our unique visual experience will spark festive and magical interactions for all ages to enjoy.

The 32-acre park will host 60,000 people and offer a ½ mile walk through a trail of lights, synthetic snow tubing, an interactive light maze, a local artisan village for crafts and gifts, culinary offerings from local partnerships, and more



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Meet the owners

Perry and Kenna
THOMPSON

Doug and Sabrina
JAMES

How it all started

What started as a bad hot chocolate experience between friends will soon be a premier destination for Northwest Louisiana. Lumiere is the vision of these two families who wanted to create an immersive Christmas experience in Stonewall, Louisiana.

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TITLE SPONSOR \$20,000.00

Exclusivity

- Customized value-added opportunities
- Access to multiple select events
- Recognition from the event stage, if applicable
- Designated area to interact with guests at multiple (6) select events
- Licensing agreement to use LUMIERE's logo
- LUMIERE gift
- First right of refusal for the following year

Visibility and promotion

- Your logo & web link on LUMIERE's homepage and Sponsor page
- Your logo displayed on a 4 x 6 banner as you enter the park
- Your logo displayed on a 4 x 6 banner on one attraction of choice
- Your name on select event signage
- Recognition in all media outlets
- Recognition on the 72' Pixel Tree after each synchronized light show

Santa perks

- Scheduled Santa visit
- Santa's personalized video greeting

Special Access

- 120 entry tickets
- Soft opening access for 10
- Soft opening meal vouchers for 10

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THEME SPONSOR \$10,000.00

What is this?

LUMIERE features a half-mile trail of lights and displays organized by theme. The themes for 2024 include an Enchanted Forest, Candy Land, Frozen, Santa's Workshop, 300' Light Tunnel, Zoo Animals, and The Regal Nativity.

Each theme spans an estimated 350'. As a theme sponsor, your information will be displayed as you transition into the perspective theme.

Exclusivity

- Customized value-added opportunities
- Access to multiple select events
- Recognition from the event stage, if applicable
- Designated area to interact with guests at one select event
- Licensing agreement to use LUMIERE's logo
- LUMIERE gift
- First right of refusal for the following year

Visibility and promotion

- Your logo & web link on LUMIERE's homepage and Sponsor page
- Your logo displayed on a 4 x 6 banner as you enter the park
- Your name on select theme signage
- Recognition posts on appropriate social media

Santa perks

- Santa's personalized video greeting

Special Access

- 60 entry tickets
- Soft opening access for 8
- Soft opening meal vouchers for 8

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ACTIVITY SPONSOR \$3,500.00

What is this?

At LUMIERE, we desire for our guests to experience a variety of fun activities including those that may be found in the average backyard, but with a wintery twist!

We look forward to seeing guests challenge each other to a life size Tic-Tac-Toe game, ladder ball, or try your hand at everyone's favorite Olympic game, Ice Curling!

Exclusivity

- Customized value-added opportunities
- LUMIERE gift
- Licensing agreement to use LUMIERE's logo
- Designated area to interact with event guests at the sponsored activity
- First right of refusal for the following year

Visibility and promotion

- Your logo & web link on LUMIERE's homepage and Sponsor page
- Your logo displayed on the Sponsor banner located at the entrance
- Your logo on select event marketing material
- Your name on the activity signage located at the yard activity
- Recognition posts on appropriate social media

Special Access

- 30 entry tickets
- Soft opening access for 4
- Soft opening meal vouchers for 4

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Corporate Sponsor \$1,000.00

Exclusivity

- Customized value-added opportunities
- LUMIERE gift

Visibility and promotion

- Your logo & web link on LUMIERE's homepage and Sponsor page
- Your logo displayed on a Sponsor banner located at the entrance
- Your logo on select event marketing material
- One aggregate recognition post on social media

Special Access

- Entry tickets for one family
- Free meal vouchers for one family

Community Sponsor \$500.00

Exclusivity

- LUMIERE gift

Visibility and promotion

- Your logo & web link on LUMIERE's homepage and Sponsor page
- Your logo displayed on a Sponsor banner located at the entrance
- One aggregate recognition post on social media