

Sponsor YOUR Display!

Benefits for ALL Sponsors!

2021 Light Display SPONSORSHIPS

Light Spectacular Presenting	\$35,000	1 Avail.
Premiere Display	\$10,000	6 Avail
Large Display	\$4,000	8 Avail.
Medium Display ALMOST SOLD OUT!	\$2,500	ONLY 10 Avail.
Small Display ALMOST SOLD OUT!	\$1,000	ONLY 13 Avail.

Presenting Sponsor will have their logo at the entrance and signage along the Grand Finale for the Light Spectacular!

Each Sponsor will receive beautifully designed signage next to their respective display - which you will select from our Display Catalogue!

Sponsors at \$4,000 & over may provide marketing materials to be distributed at the Light Spectacular Gate for two weekends.

Light Displays are reserved on "first come - first served" basis - so commit early!

SPONSORSHIP BENEFITS

All Sponsors are listed on our redesigned website with a LIVE link!

All Sponsors will have a sign placed before their Light Display

All Sponsors will be listed in our event guide.

Sponsorships must be committed by October 1, 2020 to ensure inclusion in all materials.

Attraction Sponsor Amount	Light Spectacular Car Passes
\$35,000+	20
\$10,000	16
\$4,000	12
\$2,500	8
\$1,000	4

Attraction Sponsor Amount	Social Media Post	Event Guide Logo	Gazette Ads	Print Materials	Radio Marketing	Festival Swag
\$35,000+	3 Posts	YES	All Ads	Yes	Yes	Yes
\$10,000	2 Posts	YES	4 Ads	Yes	No	Yes
\$4,000	1 Post	YES	3 Ads	No	No	No
\$2,500	1 Shared	YES	2 Ads	No	No	No
\$1,000	1 Shared	YES	1 Ad	No	No	No

Back at Hudson Fields!

We are THRILLED with WonderFEST's evolution at Hudson Fields on Coastal Highway!

After extensive analyzation & patron feedback, we believe Hudson Fields is the perfect venue for our organization to continue nurturing this cultural event.

We cannot wait to further expand and improve our offerings at Hudson Fields!

Sponsorship Levels

We appreciate your generosity at any level to support another season of WonderFEST! Our event is successful due to our sponsors who provide necessary financial contributions and incredible volunteers to bring our event to life.

Small Wonder Sponsor &

2021 Premiere Sponsors

- Significant Gift of \$10,000+
- Encourage Employee Volunteerism

2021 Individual Light Display Sponsor

- Significant Gift of \$1,000-4,000
- Encourage Employee Volunteerism

You will be recognized within our venues, across our marketing materials, and receive complimentary tickets according to your sponsorship level. Please review the enclosed information regarding your sponsorship benefits which match your gift!

We graciously accept donated goods and services for WonderFEST, and will ensure your business receives the appropriate recognition for the contribution.

Why Wonder?

Winter WonderFEST has become Delaware's Holiday Tradition. We recognize you have several organizations deserving of your support. We believe that our event provides your organization with an unprecedented opportunity for brand exposure during the holiday season at the Delaware Beaches.

2020 Visitor Statistics

- Over 79,000 Visitors from 31 States
- 38% from Sussex County, 71% from Delaware, and 29% from other states
- 16% Increase from 2018, and 200% increase from our inaugural 2016 year!

2020 Marketing Statistics

- Exposure via 21 media sponsors including WRDE, iHeart Radio, Delmarva Broadcasting Company, and Cape Gazette
- Reached over 1.9 Million Phones
- Distributed 11,000 Event Guides & 35,000 rack cards
- Over 436,000 Facebook Engagements

Significant Investment

- Operating a professional, seven-week festival, costs over \$600,000 annually.
- We strive to cover 40% of our budget with contributions from sponsors.

Volunteer Powered

- Our organization has no full time employees, and allocates only 11% of our operating budget for seasonal staff.
- During 2020, our volunteers provided over 2,100 hours of service to operate Winter WonderFEST!