

# HOLIDAY LASER SHOW

ALLEGHENY COUNTY

Over the past four years, the Allegheny County Holiday Laser Show has quickly become a cherished tradition. Last year alone, more than 23,000 people were dazzled by a beautiful 40-minute light show synchronized to holiday music in a unique, drive-in setting. Your sponsorship will give you the opportunity to promote your company and your message to a unique, engaged, festive audience. Generate good will as you generate awareness!

## Gold Presenting Sponsors \$35,000

- Sponsor name included in the title of event i.e. "The Allegheny County Holiday Laser Show presented by..."
- Sponsor name and logo included in all paid advertisements i.e., radio ads, print ads, digital ads, billboards, and more
- Sponsor name and logo included in all print materials i.e., program guide, handouts, posters, and more
- Special private company show (\$5,000 value)
- Full-page ad in the Holiday Laser Show program
- Three 30-second audio ads played before every show, totaling more than 100 spots
- Social media shoutouts and tagging
- Links on the Allegheny County Holiday Laser Show webpage, generating an estimated 70,000 page views
- Feature in the Allegheny County Parks weekly newsletter
- Dedicated sign placed prominently in the viewing area
- Logo included on event signage

## Silver Supporting Sponsor - \$10,000

- Sponsor name and logo included in all print materials i.e., program guide, handouts, posters, and more
- Half-page ad in the Holiday Laser Show program
- Two 15-second audio ads played before every show, totaling more than 60 spots
- Links on the Allegheny County Holiday Laser Show webpage, generating an estimated 70,000 page views
- 10 free vehicle passes
- Logo included on event signage

## Bronze Sponsor - \$5,000

- Quarter ad in the Holiday Laser Show program
- One 15-second audio ad played before every show, totaling more than 30 spots
- Links on the Allegheny County Holiday Laser Show webpage, generating an estimated 70,000 page views
- Logo included on event yard signs

## INTERESTED IN SPONSORING?

[AlleghenyCounty.us/Sponsorship](http://AlleghenyCounty.us/Sponsorship)  
[sponsorship@alleghenycounty.us](mailto:sponsorship@alleghenycounty.us)

