



LIGHT UP THE LAKE

SPONSORSHIP PACKET

YEAR 2024



www.roundrocktexas.gov/lightupthelake

EVENT DETAILS

Date: Friday, Dec. 6th, and Saturday, Dec. 7th, 2024

Location: Old Settlers Park (3300 Palm Valley Blvd.)

Estimated Attendance: 30,000+

BIG & GLOWING holiday cheer is coming back to Round Rock for 2 amazing nights in December! Join us for the annual Light Up the Lake, a 2-day holiday festival around the lake and festival area at Old Settlers Park on Fri, December 6th, and Sat, December 7th.

The event will feature **SPECTACULAR** giant balloons hovering over Bright Lake, amazing light show, **LIVE** music, holiday displays, holiday food and refreshments, crafts, family activities, yule log and more!

To Apply, Contact: MBowman@RoundRockTexas.gov



RED LEVEL

\$550

- Sponsor logo featured on the Light Up the Lake event webpage.
- Sponsor logo hyperlinked between the Light Up the Lake event webpage and sponsor website.
- Option of setting up a 10x10 promotional booth in the reserved Sponsor Area for both event nights.
 - Sponsor is responsible for providing their own canopy, table, chairs, power, lighting, and any other booth materials.
 - Promotional booth must include a fun activity/giveaway for attendees to enjoy.

GREEN LEVEL

\$850

Includes **Red Level** PLUS:

- Sponsor logo featured on Light Up the Lake promotional email blast.
- Emcee shoutouts from the main stage area during both event nights.
- Sponsor logo featured on jumbo LED event screens on rotation throughout both event nights.

SILVER LEVEL

\$1,400

Includes **Red and Green Levels** PLUS:

- Choice of sponsored event inflatable (see options below).
- Option to place branded signage adjacent to the sponsored inflatable of choice for both event nights.
 - Signage must be approved by Round Rock Parks and Recreation team prior to the first day of the event.
- Sponsor logo featured on Light Up the Lake event flyer.
- Sponsor tagged in promotional Light Up the Lake social media post captions.



GOLD LEVEL

\$2,000

Includes **Red and Green Levels PLUS:**

- Choice of sponsored event area (see map below).
- Option to place branded signage at the entrance of the sponsored event area of choice for both event nights.
 - Signage must be approved by Round Rock Parks and Recreation team prior to the first day of the event.
- Sponsor logo featured on Light Up the Lake event flyer.
- Sponsor tagged in promotional Light Up the Lake social media post captions.
- Shoutout in December edition of the PARDcast Podcast (available on Apple Music, Spotify, iHeart Radio, and other podcast streaming platforms).



* LOCATION OF SILVER LEVEL SPONSOR INFLATABLE

Please be advised that all inflatables, indicated by *, are available as separate sponsor items, included in the Silver Level sponsorship package. These inflatables can be procured separately by interested organizations as their sponsored item. Event areas and inflatables can be procured together, if both are available, by a single organization. Inquire for more information.

EVENT SCREENS



MAX 23' wide by 13' tall LED screen. The high-resolution screen can be comfortably viewed from up to 500 feet away and from a 160° angle.

MAX 12' wide by 7' tall Mobile LED Trailer. The Trailer LED Screen / Mini Jumbotron can be comfortably viewed from up to 200 feet away and from a 160° angle.



To Apply, Contact:

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