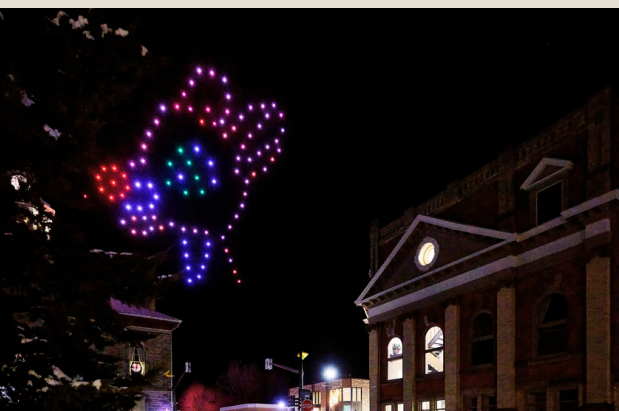




FESTIVAL OF LIGHTS

FRIDAY, DECEMBER 5

Hosted by the Perth Tourism

SPONSORSHIP PACKAGE



ABOUT US

Formed in 2012, Perth Tourism is a branch of the Town of Perth. It leads tourism initiatives and promotes Perth across Ontario and beyond through digital, print, and radio ads, strategic partnerships, content creators and social media, events, and more.

Perth Tourism executes over 10 events annually and supports countless others within the community.

THE EVENT

An annual favourite, the Festival of Lights brings the magic of the holiday season to downtown Perth.

This free community event draws hundreds of residents and visitors to the Tay Basin for an evening of festive cheer. Guests gather around the bonfire for caroling and seasonal treats before enjoying a spectacular new drone show lighting up the skies. Inside the Crystal Palace, the beloved Community Christmas Trees create a dazzling display that continues through the holiday season.

The Details

Location: Tay Basin

Date: Friday, Dec. 5, 2025

Time: 5:30-8 p.m.

Target Audience

Our event attracts families, residents, and visitors from the local area looking for family-friendly fun.

Why Sponsor?

Sponsoring Festival of Lights benefits you by increasing your visibility in our close-knit community.

2024 Event Summary

1000+ Attendees

1000+ Event responses

18,000+ Social media reach

SPONSORSHIP OPPORTUNITIES

We have a wide variety of sponsorship ideas and levels for your consideration. Contact us today to see how your organization can make memorable moments this December. Custom opportunities are also available.

Bronze - \$250

- Logo and link on event webpage Perth.ca/FestivalofLights
- Recognition on on-site 'Thank You to Our Sponsors' signage

Silver - \$500

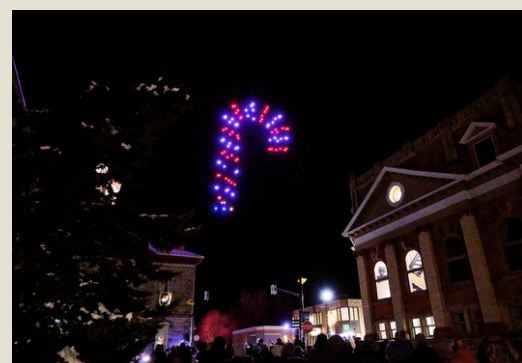
- All Bronze level recognition, plus
- Inclusion in press release*
- Inclusion in "thank you to our sponsors" social media post

Gold - \$3,000 (Two available)

- All Bronze and Silver* level recognition, plus
- Dedicated social media post
- Banner or signage onsite (supplied by sponsor)
- Logo inclusion in drone show*



**Time-sensitive benefit. To be guaranteed inclusion, sponsors must confirm participation by November 7, 2025. Commitments received after this date will still receive recognition wherever possible, subject to availability.*





**TO BECOME A SPONSOR OR TO
LEARN MORE, PLEASE CONTACT**

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