



Dear Esteemed Community Partner,

The City of Allentown is proud to present the 29th annual Lights in the Parkway, one of the region's most anticipated holiday traditions. Each year, this spectacular light display attracts thousands of visitors from across the Lehigh Valley and beyond, drawing over 20,000 patrons throughout the season. What makes this event even more special is that proceeds benefit local non-profit and volunteer organizations, allowing us to give back to the community we all cherish.

This year, Lights in the Parkway 2025 will run from Friday, November 29th through Tuesday, January 6th, from 5:30 PM to 10:00 PM (closed Christmas and New Year's Eve / Day). The display will once again illuminate Lehigh Parkway, transforming the park into a magical winter wonderland.

We invite you to become a valued sponsor of this year's Lights in the Parkway. As a sponsor, your organization will benefit from extensive exposure to thousands of attendees, while demonstrating your commitment to supporting our community's most beloved holiday event.

We look forward to partnering with you to make Lights in the Parkway 2025 our most successful season yet!

Lights in the Parkway Sponsorship Benefits and Levels 2025

Sponsor Benefits	Home for the Holidays Presenting Sponsor (Can be Exclusive to your Industry) \$20,000	Tinsel Sponsor \$8,000	Star Sponsor \$5,000	Mistletoe Sponsor \$2,500	Jingle Bell Sponsor \$1,000	Snowflake Sponsor \$500
Free Admission Passes	100 Branded Discount Code	85	75	50	25	10
Listed on Lights Website by level	Yes	Yes	Yes	Yes	Yes	Yes
Listed in Press Release	Yes, as Presenting	Yes	Yes	Yes	Yes	Yes
Included in Parkway Radio Loop	Yes	Yes	Yes	No	No	
Listed on Lights Poster by Level	Yes, as Presenting	Yes	Yes	Yes		
Signage along the Lehigh Parkway	Yes, as Presenting	Yes	Yes	Yes		
Included in Facebook & Social Media Ads	Yes, Exclusive	Yes	Yes	Yes		
Included in Television Advertising if available	Yes	Yes	Yes			
Included in Print Advertising	Yes	Yes	Yes			
Sponsor Provided Custom Display or Section (Would require storage/maintenance review)	Yes Exclusive/Branded	Yes				
Branded Giveaway Distribution	Yes					
Exclusive to Industry	Yes, with Buyout					

Thank you for your time and consideration!

Sincerely,
Priscilla Reyes-
Special Events Manager