



Dear Esteemed Community Partner:

The City of Allentown is honored to present the 26th year of Lights in the Parkway. Thousands of visitors throughout the Lehigh Valley and beyond visit, attracting 15,000 – 20,000 vehicles each season. Proceeds from Lights in the Parkway benefit local non-profit & volunteer organizations.

Lights in the Parkway 2022 will open Black Friday, November 25th through Saturday, December 31st (closed Christmas Day) from 5:30 – 10:00 PM. Lights in the Parkway is located along Little Lehigh Parkway in Allentown, PA.

Lights in the Parkway Sponsorship Benefits and Levels 2022

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				
Braded Giveaway Distribution	Yes					
Exclusive to Industry	Yes, with Buyout					

Thank you for your time and consideration!

Sincerely,
Lucinda Wright
 Lucinda Wright
 Special Events Manager