

For companies looking for non-traditional ways to reach people through experiential marketing - be a part of an event that has been a family tradition in Monroe for over 50 years.

Create a legacy that allows you to stand out from the crowd, whether it's a new photo opp with your branding incorporated, or an immersion element that takes visitors into the heart of the Holiday spirit!

MORE INFO AT WWW.MONROEMI.GOV

#### WHAT IS MONROE'S HOMETOWN HOLIDAY LIGHTS?

Monroe's Hometown Holiday Lights is a celebration of the Christmas season in the City of Monroe. Creating an atmosphere of nostalgia and inspiration, we are building a repertoire of exterior holiday lighting elements and displays to bring the spirit of the season to Downtown Monroe.

Building on the tradition of the annual Holiday Tree Lighting in Loranger Square, the Hometown Holiday Lights celebration collaborates with local individuals, businesses and corporations to create an experiential and memorable destination point.

Utilizing the inherent charm of our historic landscape, we hope to curate a collection of holiday lighting elements that will bring residents and visitors into our community to stroll, engage, shop, drink and dine. Through these established partnerships, we are planning a multi-year public/private campaign to add additional lighting elements annually, which will be unveiled at the Holiday Tree Lighting event. This will not only create anticipation and excitement, but also foster community pride, support our Downtown culture, and create lasting memories for residents and visitors.

#### WHO IS COORDINATING THE HOMETOWN HOLIDAY LIGHTS?

The City of Monroe is facilitating Hometown Holiday Lights (HHL), with the support of the Downtown Development Authority. As a registered government entity, contributions made towards the HHL through the City are 100% tax deductible, and 100% of the funds contributed will go towards acquisition of lighting elements and displays.

#### WHERE WILL THE HOMETOWN HOLIDAY LIGHTS BE LOCATED?

Hometown Holiday Lights (HHL) will be focused initially in the Downtown Central Business District of the City of Monroe, with the anticipation of expansion as investment in the program continues to grow. That being said, any business within the City of Monroe is encouraged to participate in the spirit of the light displays during the season to contribute to the overall festivities!

## WHEN WILL THE HOMETOWN HOLIDAY LIGHTS BE IN PLACE FOR RESIDENTS AND VISITORS TO ENJOY?

The HHL display kicks off with the annual Tree Lighting event in the City of Monroe. This event has taken place in the City for the past several decades and has included a variety of elements such as vendors, food trucks, performances, caroling, and more! It also heralds the beginning of the Christmas shopping season, taking place the third weekend of November. A perfect opportunity to show your support of the City, its growth, families and businesses!

#### **HOW CAN I OR MY BUSINESS PARTICIPATE?**

Collaborate with us to sponsor an attraction! We have tiers and packages for both local and corporate partners. We can provide a variety of options! Check out the next few pages for more detailed information.

#### WHAT'S NEW WITH HOMETOWN HOLIDAY LIGHTS?

Prior years' collaboration with our local and corporate sponsors has been phenomenal, and we look forward to continuing to bring the fruits of these partnerships!

For 2024 and beyond, we will be implementing a NEW CHAPTER of our seasonal celebration by focusing our efforts to our most treasured natural asset - The River Raisin. Areas along the waterfront - most specifically the downtown river walk, riverside parking areas, the Martin Luther King Bridge, Altrusa and St. Mary's Parks - will shine with a new light as we expand the HHL footprint.

This expanded approach will allow not only those on foot to enjoy the enhanced experience of Downtown Monroe, but also those driving on our major thoroughfares, enticing them to venture out and visit our welcoming downtown.

Whether strolling in our Downtown Social District enjoying an evening out, attending an event, getting a little holiday shopping done, or making memories with family and friends, residents and visitors are sure to enjoy what we have in store for 2024 and beyond!

#### LOCAL TIER SPONSORSHIP

Local sponsorship tiers provide an opportunity for small businesses and individuals to contribute toward larger scale visual impact pieces, or sponsor smaller lighting elements directly such as those featured below.



Gingerbread Sugar Plum Candy Cane

Other

In-Kind Contribution (Material or Service Contributions)

\$ 500

\$ 1000

\$ 1500

\$ \_\_\_\_\_

\$ \_\_\_\_\_ (Value)

For the 2023 holiday season, we will be focusing our local sponsorships support into creating a vignette at Altrusa Park!

Located approximately at the foot of Washington and West Front Street, Altrusa Park offers an intimate, walkable setting with direct access to the river walk.

Carolers and skaters will be featured in this location. Each piece ranges in price from \$500 to \$2,000, creating an opportunity for combined sponsorships with tiered recognition. Sponsor one piece entirely or partially!







#### CORPORATE TIER SPONSORSHIP

Corporate sponsorship tiers provide an opportunity for larger entities for planned giving and larger scale visual impact pieces. Examples of such pieces include the below. Contact us for additional options!



North Pole Reindeer

Santa

Other

In-Kind Contribution (Material or Service Contributions)

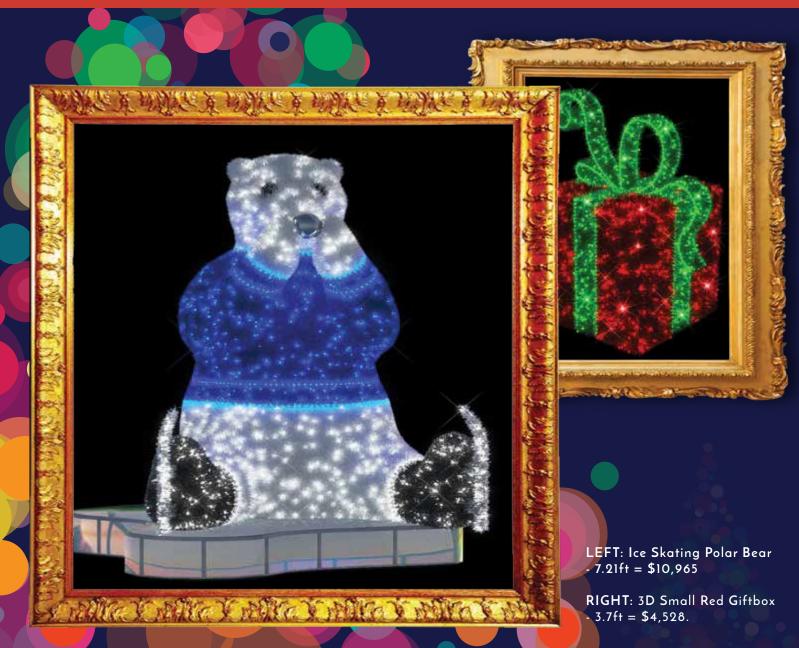
\$ 2,000

\$ 5,000

\$10,000

\$

\_\_\_\_\_ (Value)



#### **CORPORATE TIER SPONSORSHIP**

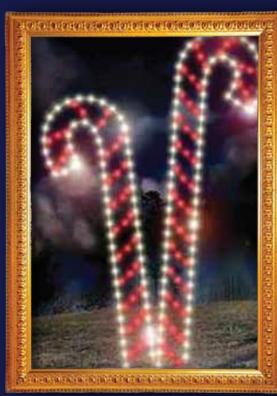
RIGHT: Infinity color-changing LED ornament with spangles - H 6.88ft x W 6.56ft x L 6.56ft = \$6,643.25

RIGHT LOWER: Reindeer in Gold with Gold

Spangles - 9.84ft = \$9,708

LEFT LOWER: 3D Pink Swirl Candy - 5.57ft =

\$5,337.41









### Thank you! 2022 EVENT SPONSORS INCLUDED



Mayor Robert E. Clark pictured with representatives from members of the 2022 sponsorship roster. These images were shared on social media to acknowledge community contribution.

ABOVE: Reindeer Tier Sponsor La-Z-Boy;

ABOVE RIGHT: North Pole Sponsor ITC Holdings;

RIGHT: North Pole Tier Sponsor KC Logistics;

MIDDLE RIGHT: North Pole Tier Sponsor First Merchants;

BELOW RIGHT: North Pole Tier Sponsor Monroe Community Credit Union;

BELOW: Reindeer Tier sponsor DTE Foundation.





PRIOR EVENT SPONSORS HAVE INCLUDED THE FOLLOWING:









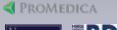
























# Thank you!

for your consideration and support!

WE'LL SEE YOU IN LORANGER SQUARE AT

THE ANNUAL

Tree Lighting

**ON NOVEMBER 17, 2023!** 



MORE INFO AT WWW.MONROEMI.GOV