

2009

# HOLIDAY FANTASY OF LIGHTS

*Holiday*  
**FANTASY**  
*of*  
**LIGHTS**



by Alzheimer's Family Center, Inc.  
Tax ID: 59-2768189

## Tradewinds Park, Coconut Creek, FL

### EVENT OVERVIEW

The Alzheimer's Family Center, Inc. is pleased to make this proposal to sponsor the 2009 Holiday Fantasy of Lights.

The following is an overview of the event and an outline of opportunities for your company as a sponsor of this event.



## Tradewinds Park, Coconut Creek, FL

### THE EVENT

The Holiday Fantasy of Lights is a holiday lighting spectacular hosted annually in Tradewinds Park, Coconut Creek. The 2.5-mile park road is transformed into a fantasy of color, lighting and design. The eighty-one giant displays are enjoyed by visitors of all ages as they drive their vehicles through the park.

The Holiday Fantasy of Lights reopened in 2008 presented by Alzheimer's Family Center, Inc. and Brandano Displays, Inc. The 2009 edition includes two presenting media sponsors Life Publications (Coconut Creek Life, Parkland/Coral Springs Life and Boca/Delray Life) and 101.5 LITE FM, South Florida's most popular radio station. Local businesses are being asked to take a sponsorship role in the project to keep admission fees low so that the event can be enjoyed by the whole community. This is the event where people entertain their holiday visitors.

### HOLIDAY FANTASY OF LIGHTS FACTS

#### **Attendance.**

Attendance is over 150,000 people in over 35,000 autos visit annually, this is the highest attended event of its kind in the nation.

#### **Location.**

The event is hosted in Coconut Creek at the intersection of the Florida Turnpike and Sample Road.

## Tradewinds Park, Coconut Creek, FL

### **Displays.**

This is the largest presentation of displays of its kind. The displays are manufactured by Brandano Displays, Inc. located in Margate, FL. Brandano provides displays for over 25 events nationwide. The displays are changed annually.

### **Market.**

Local residents of Coconut Creek, Coral Springs, Pompano Beach and Margate crowd the event nightly while the event draws visitors from Broward and Palm Beach Counties. The Holiday Fantasy of Lights event is suitable and enjoyed by all members of the family, even the family pets.

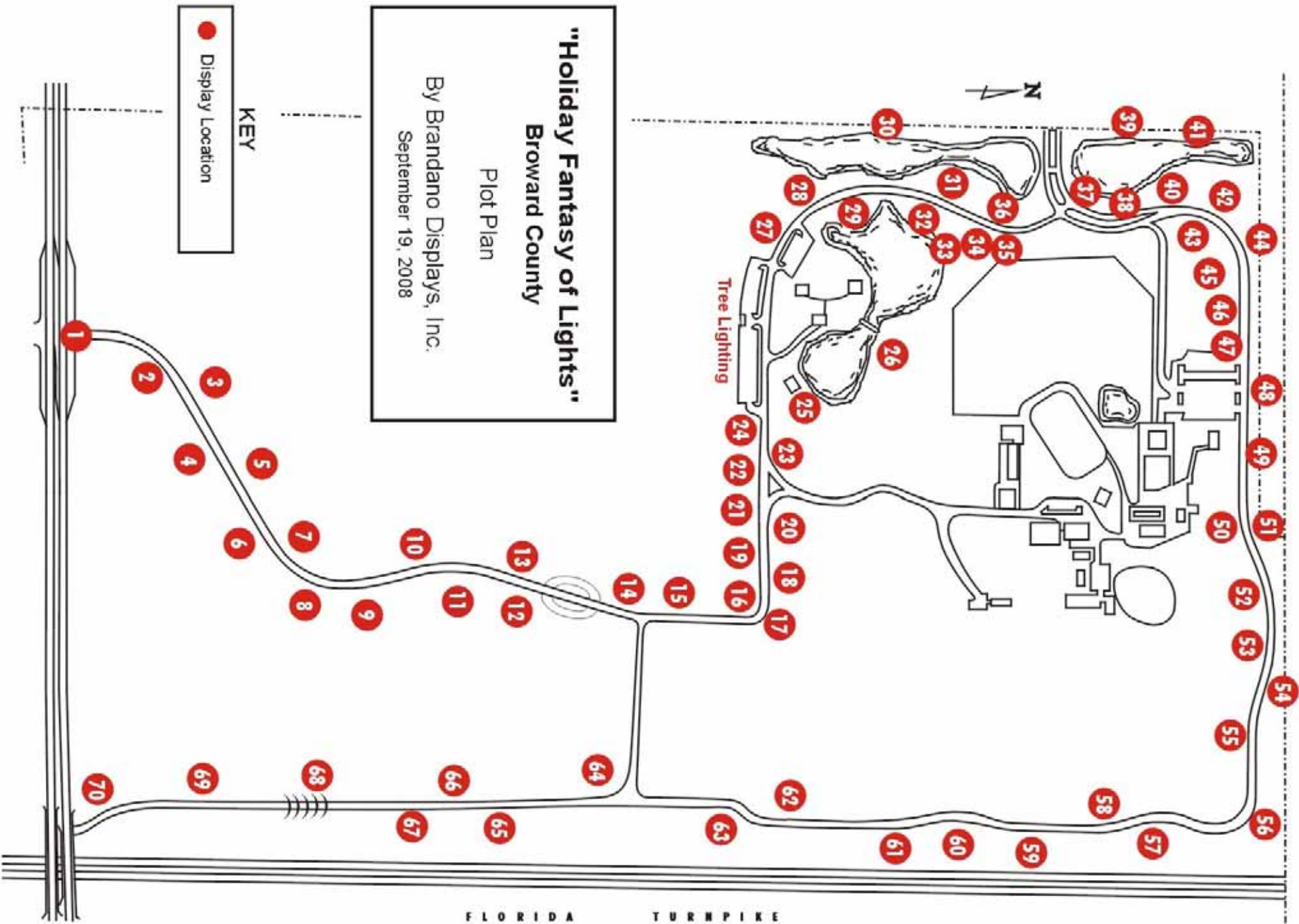
### **History.**

The event started in 1993 with 13 successful seasons (closed in 2005 because of Hurricane Wilma and in 2007 due to budget cuts). The total attendance is over 450,000 cars and over 3.7 million people.

### **Dates.**

The Holiday Fantasy of Lights opens on Wednesday, November 25, 2009 and closes on Sunday, January 2, 2010 for a total of 39 evenings.















## Tradewinds Park, Coconut Creek, FL

### **ALZHEIMER'S FAMILY CENTER, INC.**

Alzheimer's Family Center, Inc., a long time supporter of the event, has taken a leadership role in bringing the event back to Coconut Creek. Alzheimer's Family Center, Inc. has taken the responsibility of providing all of the manpower to host the event each evening. The Sponsorship for the event will benefit the organization and compensate them for their huge commitment of labor to the event.

The Alzheimer's Family Center, Inc. is pleased to provide the following information related to their commitment to the local community:

Alzheimer's Family Center, Inc., founded in 1986, is a not-for-profit organization "*dedicated to improving the lives of families affected by Alzheimer's disease and other memory disorders*". Over the years, as the needs in the Broward County community have evolved and increased, the Alzheimer's Family Center, Inc. has focused on the provision of in-home services to caregivers.

Our services include in-home respite care, case management, in-home counseling, volunteer companionship, support groups, crisis/emergency respite, education, an intergenerational program, Project Lifesaver Program, Healthy Living Workshops and information and referral.

Monies raised through the Holiday Fantasy of Lights will be utilized to meet the growing needs of the elderly; to improve their quality of life, so that the lives of both the clients and their caregivers can be made more bearable.

## HOLIDAY FANTASY OF LIGHTS SPONSORSHIP OPPORTUNITIES

We are offering three levels of sponsorship for the Holiday Fantasy of Lights in 2009:

1. Presenting Sponsor
2. Display Sponsor and
3. Supporting Sponsor.

If you have any questions, feel free to contact us.



## Tradewinds Park, Coconut Creek, FL

### 1. Presenting Sponsor

This level is reserved for those businesses that are in a position to take a leadership role in this community project. This sponsorship level helps underwrite the Alzheimer's Family Center, Inc.'s expenses related to the project and insures the long term growth of the event. This sponsorship will include the following benefits:

1. Logo appearance on all promotional materials released by 2009 Holiday Fantasy of Lights. This includes:
  - poster distribution (700 in businesses and local government facilities)
  - press releases and
  - promotional advertising.
2. Logo appearance on Holiday Fantasy of Lights website with opportunity to link to Sponsor's website.
3. Logo recognition on materials distributed at event.
4. Recognition at major display in program with an illuminated holiday greeting.
5. Fifty event passes.
6. Ability to purchase discount tickets.

### Investment

The investment at the Presenting Sponsor level is \$10,000.00.

## Tradewinds Park, Coconut Creek, FL

### 2. Display Sponsor

This sponsorship level allows local businesses the opportunity to provide a holiday greeting to their friends, neighbors, customers and passers by.

1. Recognition at selected display in program with illuminated holiday greeting.
2. Logo recognition on materials distributed at event.
3. Logo appearance on Holiday Fantasy of Lights website with opportunity to link to Sponsor's website.
4. Ten event passes.
5. Ability to purchase discount tickets for customers, friends and employees.

### Investment

Investment as a display sponsor varies with the size of the display. Prices range between \$1,500 and \$8,000.

Please contact us for a complete book of display options.

### 3. Supporting Sponsor

This sponsorship level provides local businesses the opportunity to help the event and Alzheimer's Family Center, Inc. through the purchase of multiple tickets for their customers, employees and friends.

Benefits include:

1. Company recognition in materials distributed at event.
2. Company recognition on website.
3. Sponsorship Ticket Packages include:
  - 50 Anytime Tickets (\$500.00), or
  - 20 Anytime Tickets (\$200.00)

A custom package can be created for purchases of over 50 tickets.

**Tradewinds Park, Coconut Creek, FL**

If you have any questions regarding this proposal, please contact us.

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**ALZHEIMER'S FAMILY CENTER, INC.**  
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or

John D. Brandano  
President  
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# ***Brandano Displays, Inc.***

## **Disclosure Statement**

*Information, color art and all materials contained in this proposal are considered proprietary to Brandano Displays, Inc. This material is provided to assist in the review and analysis of this proposal and may not be used for any other purpose than expressly needed to complete this objective. Information and design materials may not be disclosed in whole or in part outside of your Company's technical compliance to specifications, and such subsequent acquisition review and internal approval procedures necessary to this review activity, without express written permission from Brandano Displays, Inc. This proprietary information is considered business sensitive and must be handled appropriately. All color art and material contained in this proposal must be returned to Brandano Displays, Inc. when the selection process is complete.*

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