

fantasy lights



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FANTASY LIGHTS

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Pierce County Parks





fantasy lights

Nov. 26, 2021 - Jan. 2, 2022

5:30 - 9:00 PM

Spanaway Park

The 27th annual Fantasy Lights in Spanaway Park is the largest drive-thru holiday lights display in the Pacific Northwest. The 38-night event takes place the day after Thanksgiving until just past the New Year. Visitors viewing from cars, vans, and buses will be treated to thousands of sparkling lights and over 300 creative displays that promises to dazzle the eye and tantalize the imagination of the whole family.

Each year new LED lights and displays are added making the event bigger and brighter than ever! This stunning 2.2-mile drive along the shores of Spanaway Lake is welcomed by thousands throughout the region each year.

In 2020, Fantasy Lights attracted over 46,000 vehicles with an estimated 256,000 spectators. The Fantasy Lights Walk event last held in 2019 attracted 8,000 participants. We are expecting the same great turnout for both events this year.



Event Dates: November 26, 2021 - January 2, 2022

Event Time: 5:30 - 9:00 PM

Event Location: Spanaway Park
14905 Bresemann Blvd. South
Spanaway, WA 98387

Event Website: www.piercecountywa.gov/fantasylights



Pierce County Parks
EVERYDAY ADVENTURES

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	GOLD \$4,000	SILVER \$2,500	BRONZE \$1,500
“Presenting Sponsor” recognition on event tickets and electronic road signs heading into Spanaway Park for one night of the event	●		
Recognition in specific social media posts	TWO POSTS	ONE POST	
Business material distributed at event check-in	EVERY NIGHT	FIVE NIGHTS	
Logo or name recognition on event materials	LARGE SIZED	MEDIUM SIZED	REGULAR SIZED
Event tickets valid any night of the event	450	200	50
Logo recognition in Pierce County Parks Winter Adventure Guide	●	●	●
Digital reader board recognition located on the corner of Pacific Ave and Military RD (80,000 vehicles pass per day)	●	●	●
Ad space in digital event program attached to every reservation	●	●	●
Logo recognition on a 3' x 5' flood-lit sign placed in the park next to a display during the event	●	●	●
Event flyer/poster recognition	●	●	●
Radio broadcast recognition throughout the event	●	●	●
Website recognition with links to business website or Facebook.	●	●	●
Social media recognition during the event	●	●	●



Fantasy Lights Sponsorship

CONTACT:

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Sprinker Recreation Center
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Tacoma, WA 98444

www.piercecounitywa.gov/parks



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