



***Join us for WinterLights - a drive thru holiday festival featuring holiday lights, displays, guest engagement and incredible food.***



# PNE WinterLights

## A MAGICAL JOURNEY TO SANTA

comes to Vancouver beginning December 3 for 25 nights (4:30 pm—10:30 pm each night)

Buckle up for this safe, fun holiday experience as you enjoy holiday lights and music with your family from the warmth of your own vehicle along a 2 kilometre route. You will be transported through nine enchanted lands filled with glowing lights with special characters and festive performers to help you along your way.

The *Merry & Bright Forest* will be lit up in dazzling colours with the musical sounds of your favourite Christmas songs so you can join in on the *CAROL-oke*. In *Polar North* you'll feel the chill of the iceberg cave, igloos, polar bears, seals and penguins. The Teddy Bear Brigade will bring *Dreamland* to life along with a magical Pegasus and Unicorn. The 50-foot purple Christmas tree will show you the way to Santa and his dancing elves in *Candy Cane Lane*.

## Guest Experience

- Magical family-oriented drive thru experience with special characters and festive performers throughout the event
- Engagement with partners
- Food & Beverage

*\*Program subject to change*

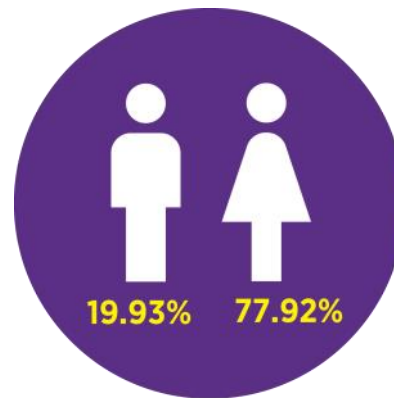


**\*\*WinterLights adheres to full social distancing protocols developed in consultation with Vancouver Coastal Health.**

# Demographics

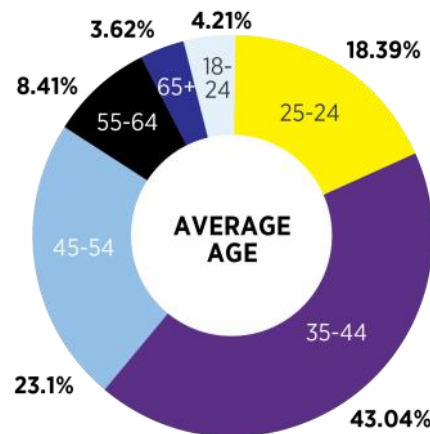
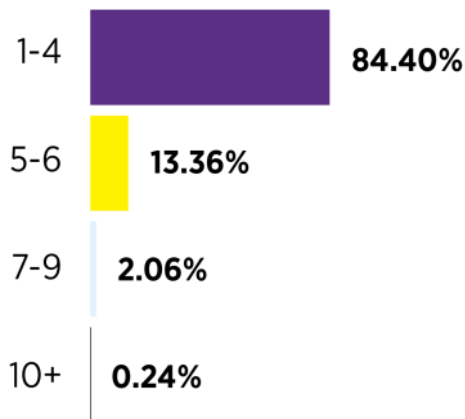


Demographics based on ticket purchaser responses for gender, likely to be more even than shown.



Prefer not to say: 1.88%  
Other: 0.26%

## HOW MANY ATTENDED IN YOUR BUBBLE



## PNE Drive-thru Experiences Net Promoter Score 8.1



*"From start to finish the execution of the Halloween Drive-Thru event at the PNE was everything we could have hoped for from a sponsorship standpoint."*

*The diligence demonstrated by the team at PNE to put on a safe and enjoyable event was evident from all the smiling faces that came through the experience from open to close on each day.*

*Our confidence in future events couldn't be higher and we look forward to continuing to activate with our clients at future drive-thru events."*

Raphael Daguzan-Garros  
Account Executive  
Inventa Brand Experiences



# Media and Marketing

Beginning 3 weeks prior to the event the PNE launches a vigorous advertising campaign to promote this amazing experience. The PNE's long standing reputation for iconic events and word of mouth from the success of the 2020 event (which expanded from 8 to 20 nights and sold out every timeslot!) will most certainly create a successful 2021 experience.

Though annually the PNE captures over 150M media impressions from our paid media and over 200M earned media impressions during the PNE hosted events, due to the unique nature of our Drive-thru events our 2020 earned media is earned media from the drive thrus this year is 580M.

The stunning beauty of this event will capture the eye of our guests through a multimedia platform of visual advertising:

**Earned media through pickup on major news outlets including Global, CTV Vancouver, CITYTV and their national affiliates.**

*November 6 through December 31, 2020:*

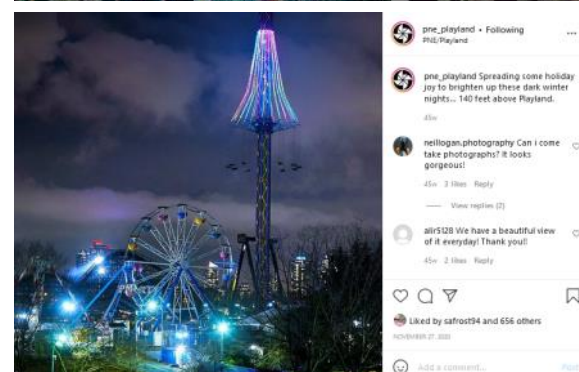
Print/Online	Impressions (M):	57,796,404
<u>Broadcast</u>	<u>Impressions (M):</u>	<u>18,260,715</u>
Total:	Impressions (M):	76,057,119

**Digital Advertisements providing shareable content and advertisements on all social channels PLUS PNE website and Media Partner sites**

**Paid media such as radio advertisements on popular Vancouver Stations including QMFM, JRFM, ROCK101, CFOX, News1130 and outdoor advertising across Greater Vancouver**

*We extend our reach through all PNE distribution channels such as:*

- *TicketLeader Feature email + event listings*
- *PNE Email Distribution*
- *Social Media*



# 2021 Footprint



# Opportunities at a Glance

The Taste of the PNE Experience offers a number of accessible partnership opportunities:

1. Signature Partnerships
2. Zone Partnerships

In addition to the unique partnership benefits described below, all opportunities include the following:

- Each opportunity comes with enhanced digital exposure through website and social channels
- Brand recognition (varies dependent on level of investment)
- Engagement in zone with an opportunity to have brand ambassadors onsite (social distancing rules apply) - warming hut included for secure lock up of products and storage

Opportunities Available	Partnership Investment	Product Placement	Website Recognition	Social Media	Media Inclusion	Site Signage	Onsite recognition	Scrim	Onsite Activation	Partner Customization
<b>Signature</b>										
Presenting—including Santa Street / Dancing Lights with Santa	1	\$15,000	4	Signature	enhanced				At entrance	
<b>Zones</b>										
Zones Available:	7	\$2,500	1	Zone	integrated				1 Partner hut	
<ul style="list-style-type: none"> <li>◆ Getting Ready for Christmas</li> <li>◆ Winter Creatures</li> <li>◆ Polar North</li> <li>◆ Light Tunnel #1</li> <li>◆ Festive Forest</li> <li>◆ Light Tunnel #2</li> <li>◆ The Village</li> </ul>										
<b>Pedestrian Shuttle - \$3500</b>										

- Branding on shuttle, as well as pick-up warming hut - shuttle to run specific dates throughout the event - 1 per half hour - includes integrated social, option for engagement on site, signage

## Add ons

- Hang your name in lights - 4 opportunities available - \$1000 plus sign cost
- Decorate a tree in the Tree Farm - includes option for signage at tree \$500 plus decorations



## Signature Partnership

Our signature partnerships are a unique opportunity to integrate your brand into the event. Each will be customized to your unique partnership objectives. Along with our standard branding recognition opportunities signature partnership benefits could include any or all of the following:

### Presenting Partner

Join us in presenting this one of a kind event. There are few presenting partnership opportunities that are reaching such a wide audience. We offer marketing opportunities in the 3 weeks leading up to the event as well as exposure through experiences on site. Our presenting partner will have a welcoming presence at the entrance; product placement opportunities throughout the grounds; strong brand visibility inside and outside the event site including strong visual media benefits supported by an aggressive digital campaign; and the ability to leverage strong community presence through ongoing support of the PNE. Custom benefits such as customer/employee recognition benefits, scrim take overs, multiple brand exposure package and tailored activation benefits to your objectives are also available to our presenting partner.





## Zone Partnerships

Zone partnerships are the ideal way to engage with the entertainment elements of the event. Within the unique zones each opportunity aligns with a key feature of the event. Zones like Polar North, Dreamland, the Merry & Bright Forest, Candy Cane Lane and other creative areas will provide strong guest experiences and a lifetime of family memories!



*For more information, please contact:*

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