2023 Sponsorship Guide
DC Holiday Lights is a citywide holiday initiative taking place in 14 neighborhoods across DC.

Tenleytown Holiday Lights is part of this broader citywide DC Holiday Lights initiative.

From November 17 - January 7, Tenleytown will be decorated with lights and will host holiday events and activities, attracting residents and tourists to see, shop, and buy.

This unique holiday experience incentivizes residents and visitors to visit our corridor, providing much-needed foot traffic for our small businesses.

Citywide Stats:

- 14+ Participating Corridors
- 10+ In-Person Events
- 131,372 Unique People Reached On Social Media
- 300+ Participating Businesses
Impact & Reach

DC Holiday Lights reaches thousands of people across the District.

Take a look at our 2022 stats!

22
Earned Media Stories

286k
Estimated Online Views

36,000
Website Visitors

between October 25, 2022 and January 8, 2023

DCHolidayLights.org
Sponsorship Opportunities
As a Glow sponsor, your company will receive widespread recognition across Tenleytown Holiday Lights.

- **Prominent logo recognition on:**
  - The main event website: DCHolidayLights.org
  - Tenleytown’s event site: DCHolidayLights.org/tenley
  - Event poster, which will be displayed in the windows of 250+ businesses for 60+ days
  - Media advisory & press release
  - Email blasts to our email subscribers

- **A booth** (10x10 tent & table) at one in-person event during Tenleytown Holiday Lights

- **Name recognition** in all local listserv promotions

- **10 social media posts** promoting your company on the Main Street social media platforms before, during, and after Holiday Lights

- **Verbal recognition of your sponsorship and** an opportunity to give remarks during the DC Holiday Lights Award Ceremony on Dec. 13
Second tier logo recognition on:
- The main event website: DCHolidayLights.org
- Tenleytown’s event site: DCHolidayLights.org/tenley
- Event poster, which will be displayed in the windows of 250+ businesses for 60+ days

Name recognition in all local listserv promotions

Two social media posts promoting your company on the Tenleytown Main Street social media platforms before, during, and after Holiday Lights

Verbal recognition of your sponsorship and an opportunity to give remarks during the DC Holiday Lights Award Ceremony on Dec. 13
I loved going on the scavenger hunt as it gave a real purpose to my daily walks, not just GET OUT OF THE HOUSE! - 2021 Participant

You're making my month so much brighter! - Moira Nadal

I just have to say the entire light contest and scavenger hunt was extremely well done and so fun to participate in! Congratulations to you and all parties involved in its organization and execution - just WOW! - Kaitlyn Hay

Thank you so much for this event, we had a blast doing it :) - Dan S