



SPONSORSHIP

OPPORTUNITIES



COORDINATED BY
THE GREENVILLE ROTARY CLUB



About Roper Mountain Holiday Lights

Each year, tens of thousands of Upstate residents and visitors delight in the magical illumination of Roper Mountain Holiday Lights, the Upstate's biggest and best light show of the year! Hundreds of towering holiday-themed displays complete with motion, smoke and colorful lights – are situated along a 1-1/2 mile drive at the Roper Mountain Science Center in Greenville.

Embarking on its 14th consecutive year, the event takes place nightly, November 24 (Thanksgiving night) through December 30, from 6 p.m.-10 p.m. The not-for-profit event benefits charities throughout the Upstate, and is co-produced by the Rotary Club of Greenville and the Roper Mountain Science Center Association.

Cost to enter the event is only \$10 per car, mini-van, or SUV, etc., \$15 per activity van, and \$20 per bus. Visitors take a spectacular 1-1/2-mile drive through the natural setting of Roper Mountain Science Center to view the lights. There are 30 major displays and over 100 individual silhouette displays. Feature attractions include the Candy Cane Factory – the newest and largest display, a brilliantly illuminated 45-foot star, a drive through the tunnel of lights, an animated snowball fight, and the rollicking candy cane lane!

In 2004, 15,577 vehicles passed through the gates of Roper Mountain Holiday Lights each carrying an average of 4.5 passengers bringing in over 70,000 visitors to the show.

How Your Sponsorship Dollars Benefit Greenville

As a sponsor of Holiday Lights, your company is supporting our community in many ways. The profits from this event **support local charities**, including scholarships for our brightest students, awards and recognition for our outstanding teachers, reading programs for our underprivileged children, school facility improvement, special events to guide and develop our children's unique talents, PTA, Youth Court, a new way for students to be made accountable for unacceptable behavior, and so much more. These programs build a better community for us and our children, and your sponsorship of Roper Mountain Holiday Lights is what will help provide that support.



www.ropermountainholidaylights.com

Charities

As a charitable event with the generous support of thousands of sponsors, Roper Mountain Holiday Lights has provided more than \$898,000 over the past 13 years for charities in Greenville and beyond! Last year's local beneficiaries included:

- 28 College Scholarships awarded to Greenville Students
 - Greenville County Career/Technology/Science Fair
 - Salute to Education
 - Teacher of the Year
 - Read to Me
 - Rotary Foreign Exchange Student Program
 - Youth Court
 - Local PTAs
- ... and more!

Schedule

- November 24 (Thanksgiving) - December 30, 2005, 6 p.m. – 10 p.m. nightly

Ticket Price

- \$10/car
- \$15/activity van
- \$20/bus

Discount Tickets

The presenting sponsor has sole exclusivity to distribute an unlimited number of \$2 discount tickets to Roper Mountain Holiday Lights. Benefits for the presenting sponsor include advertising and editorial coverage provided by Roper Mountain Holiday Lights continually promoting where these tickets are available, thus driving significant traffic to presenting sponsor locations.

Event Coordination

The project is co-sponsored by the Rotary Club of Greenville and the Roper Mountain Science Center Association. The agreement between the two parties states that profits from the event will be split 50/50. The club's portion of the profits is used to support Rotary charities while the Science Center uses its portion to help subsidize its operating cost. The Science Center is a part of the Greenville County School District.

Rotary volunteers do the majority of the work in coordinating and setting up the event. They are assisted with setup and wiring by Roper Mountain Science Center grounds crews who also put countless hours into assuring an impressive and magical experience for all. In sum, nearly 4,000 man hours go into coordinating Roper Mountain Holiday Lights and more than 450 people are involved.



Advertising and Public Relations Campaign

In addition to Rotary volunteers, several area marketing firms also assist in the on-going success of Roper Mountain Holiday Lights. Henderson Advertising produced the 2004 creative campaign that attracts widespread awareness for the show. The media was placed pro-bono by Impressions Media Services whose radio, newspaper, outdoor and television schedules brought outstanding exposure for our sponsors. Last year, Holiday Lights placed **over \$50,000** worth of TV, radio, newspaper and outdoor, accompanied by the generous pro-bono and public service announcement schedules from media vendors, resulting in a 38% increase in the money that was raised. Both agencies will be assisting again this year with their respective campaigns in creative and media.

Editorial coverage for Holiday Lights is incredible. Under the direction of Leslie Public Relations, **more than 3 million viewer impressions** were generated from editorial coverage about Holiday Lights last year. Stories appeared in dozens of newspapers and magazines; local TV stations did countless helicopter flyovers and on-site reporting from Holiday Lights; event organizers conducted interviews on at least a dozen radio stations; and even more stations ran public service announcements about the event. Coverage begins as early as October and runs through December, and combined with the advertising campaign, is attributed to creating more awareness than ever before for the Upstate's best family holiday attraction – Roper Mountain Holiday Lights.





**HEY GREENVILLE,
YOUR LIGHTS ARE ON.**

ROPER MTN. SCIENCE CENTER
NOV. 25 - DEC. 30
6-10 P.M. NIGHTLY

**ROPER MTN.
HOLIDAY LIGHTS**

Greenville's biggest and best Holiday Lights show with proceeds benefiting Upstate charities and education. For more information visit www.ropermountainholidaylights.com

presented by:  

Silver Sponsors: Bi-Lo Inc., Dispoz-O-Plastic Inc., Hilton Displays Inc., CCB



Follow the Christmas lights

*Story by Kimble Woods
Photo-courtesy of Steve Rankin*

Decorating for the holiday season presents a wealth of opportunities for lifelong memories. Whether it's a simple Christmas tree or an elaborate outdoor display that illuminates an entire house, the lights are an integral part of giving life to the holiday spirit.

The best examples available to Upstate residents are the Rotary Club's Roper Mountain Holiday Lights and the Christmas Trees USA tradition of McAdenville, North Carolina.

"We opened the light display in 1997 on Thanksgiving night," said Mark Dulica, holiday lights chair of the Greenville Rotary Club. "It's been going on for 13 years, and we always open on Thanksgiving night. The show runs nightly through Dec. 31 from 6 p.m. - 10 p.m."

With the lighting of the 45-foot tall McKel star, Greenville's citizens can begin looking forward to the show's delights.

"The show has become a real family tradition within the Upstate community, and we feel good about that," Dulica said. "People don't know it's a charitable event and that the Rotary is involved. All of the money goes to the community through the Rotary's 28 scholarships, to college-bound students and the school district's Roper Mountain Science Center, which presents programs for children."

Several exciting exhibits, both new and old, await this year's viewing public.

"We have the famed lights, the marching soldiers, Santa's sleigh and the snowman," Dulica said. "We try to add something new each year to address the international aspect we have in Greenville. This year, we'll have a 30-foot tall Christmas tree and more landscape lighting as we try to appeal to young children and older people. We've acquired a 600,000 piece, a candy cane factory that incorporates animated motion. The candy canes shoot out, as well as smoke."

During Dulica's five years of involvement, he has actively sought out additional high-tech, motion-oriented displays – even laser lights.

"It's very difficult with a moving show," Dulica said. "The traffic moves slow and probably slower than 5 mph. Overall traffic is slower during the week, but the closer we get to Christmas, the busier we get. On weekends, especially Friday and Saturday, we can see 1,000 cars on each night."

The McAdenville lights are strong around the city's trees in early September and all are removed in March of the following year.

The Rotary Club charges \$10 per car, \$15 for church vans and \$20 for buses.

"There are 250,000 lights in the show, and they are enjoyed by people of all ages," Dulica said. "About 3,000 man hours go into the planning and set up, and everything is taken down when the show is over."

28 The Art of Fine Living, December 2004

Community Relations

In keeping with the season of giving, Holiday Lights provides opportunities for some of the region's less fortunate families to experience the attraction free of charge. By partnering with the Salvation Army Boy's and Girl's Club and the Greenville County School District's "Communities in Schools" program, busloads of students and their families are able to enjoy Holiday Lights and spend quality time with one another at absolutely no cost.



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PTA Support

Local school PTA's receive a percentage of the ticket cost if they pre-purchase tickets. This year school PTA's will receive \$4 from the sale of each ticket they sell. Last year PTA's from both public and private schools raised over \$4,000 selling the pre-sale tickets.

2004 Holiday Lights Corporate Sponsors

PRESENTING SPONSORS

Chick-fil-A at Pelham Road Sprint

SILVER SPONSORS

BI-LO Hilton Displays, Inc.
CCB Publix
Dispoz-O-Plastics, Inc.

BRONZE SPONSORS

1-800-Got-Junk	Fairway Subaru Isuzu Saab	Post Card from Paris
Alphagraphics	First Citizens Bank	Priority One Security
AMECO	First Savers Bank	Pumpers Premium Stores
Arthur State Bank	Fluor	Rockwell
Ashmore, Leaphart, & Rabon	Gallivan, White, & Boyd, PA	Ryan's Restaurant Group, Inc.
Ashton Woods Town Apts.	GrandSouth Bank	S.E. Regional Sleep Disorder Center
Awards & Sports, Inc.	Greenville First Bank	Schlotzsky's on Augusta Road
B&C Cleaners of Greenville	GSA Business	Signs By Design
Bank of America	Heritage Lincoln-Mercury	Sitton Buick
Bank of Travelers Rest	Hillcrest Cleaners of Simpsonville	Source Group
BB&T – CIC	Hughes Development Corp.	State Farm Insurance – Local Agents
BB&T Bank	Identity on McDaniel & Congaree	The Spa At West End
Benore	Industrial Electric Wire & Cable, Inc.	The Fletcher Group
Bishop Roofing, LLC	Institutional Resources	The Open Book
Blue Ridge Electric	Johnson Controls	The University Center of Greenville
Blue Ridge Security	Lazarus Shouse Communities	Thomas McAfee Funeral Home – Downtown
Bonus Building Care	League Manufacturing	Thomas McAfee Funeral Home Northeast
Buck Mickel Star	Long Utility	TRANE
C. Dan Joyner – Prudential	Mariplast of North America, Inc.	Trehel Corp.
Caldwell Banker Caine	McAllister's Deli	Uncle Sam's Antiques of Easley
Campbell Crane	Mechanical Equipment Company	Upstate Pathology
Carlton-Mercedes Benz	Mellou-Blamey Construction, SC Ltd.	Wachovia
Carolina First Bank	Metaprise Solutions	Window & Door Concepts
Carolina Home Health Care	Metromont Materials	WMUU-AM&FM
Carolina Machine & Tool	National City Mortgage	Womble, Carlyle, Sandridge, & Rice
Christ Church Episcopal	Nexsen, Pruet, Jacob, & Pollard, LLC	Woodlawn Memorial Park & Funeral Home
Clarkson, Walsh, Rheney, & Turner, PA	Nuts & Suche	Wyche, Burgess, Freeman & Parham
Craig Gaulden & Davis, Inc.	Orthodontic Associates	
ECPI College of Technology	Park Place Corporation	
Elliott-Davis & Company, LLC	Piedmont Arthritis Clinic	
Fairway Outdoor Advertising	Piper Roofing	
	Plaza Coins & Knives	



2005 Roper Mountain Holiday Lights Sponsorship Opportunities

PRESENTING SPONSOR (1)

\$20,000

- Sole distributor of the "Holiday Lights \$2 Discount" coupons. Drives significant traffic to your location!
- Exclusive logo printed on every discount coupon.
- Recognition in all advertising (spot TV, cable TV, radio, newspaper, magazine and outdoor) as the Presenting Sponsor before, during, and after the event. All advertising before and during the event will include your company as sole distributor of coupons, thus driving significant traffic to your location.
- Recognition as Presenting Sponsor in the *Holiday Lights Guide* given to each vehicle that enters.
- A full page color ad in the *Holiday Lights Guide*. Qty: 15,000. Artwork must be camera ready. **NEW!**
- Recognition in Holiday Lights brochure distributed at local hotels, restaurants and retailers. Qty: 5,000 – **NEW!**
- Recognition displayed on RMSC's permanent electronic kiosk as presenting sponsor of the event. Sign operates 24-7 from November 24 to December 30.
- Prominent entry signage at the event recognizing your company as the presenting sponsor for the RMSC's Holiday Lights event
- Exclusive signage at exit as presenting sponsor.
- Recognition in print media thank you advertisement following the end of the event.
- 20 free tickets.

Total Advertising Value: \$50,000+

Total Advertising Impressions: 5 million+

Total Publicity Impressions: 3 million+

HEY GREENVILLE,
YOUR LIGHTS ARE ON.

THANKSGIVING - DEC. 30 | ROPER MTN. SCIENCE CENTER



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GOLD SPONSOR (2)

\$5,000

- Sponsor recognition in large space newspaper ads before, during, and after the event.
- A 1/4-page ad in the *Holiday Lights Guide* given to each vehicle that enters.
Qty: 15,000. Artwork must be camera ready. **NEW!**
- Recognition in the *Holiday Lights Guide* as a Gold Sponsor.
- Prominent entry signage (approximately 2'x4') near the front gate recognizing your company as a sponsor of Roper Mountain Holiday Lights.
- Recognition in print media thank you advertisement following the end of the event.
- 10 free tickets.

SILVER SPONSOR (10)

\$1,500

- A 1/8-page ad in the *Holiday Lights Guide* given to each vehicle that enters. Qty. 15,000.
Artwork must be camera ready. **NEW!**
- Recognition in the *Holiday Lights Guide* as a Silver Sponsor.
- Recognition in print media thank you advertisement following the end of the event.
- 4 free tickets.

BRONZE SPONSOR (85)

\$350

- Recognition in the *Holiday Lights Guide* as a corporate sponsor.
- Recognition in print media thank you advertisement following the end of the event.
- 2 free tickets.



*Provided sponsorship is agreed upon before printing deadlines. Event runs from Nov. 24 – Dec. 30, 2005. Sponsorship must be in place in time to be included in all advertising. Missed advertising cannot be made up. Any sponsors that join post some advertising dates will benefit from remaining advertising in event. Additional advertising will not be added for late Sponsorships.

Timing: Nov. 24 – Dec. 30, 2005

www.ropermountainholidaylights.com



2004 car count: 15,577
Average passengers per car: 4.50
On-site Impressions: 70,096



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