



JOIN THE MAGIC.



ABOUT LIGHTS ON BROADWAY



Every holiday season, nearly one million lights transform Historic Automobile Alley into one of Oklahoma City's most beloved holiday destinations. Now in its 11th year, Lights On Broadway attracts hundreds of thousands of visitors who come to shop, dine, and experience the district from mid-November through mid-January. Last season, the district welcomed more than 460,000 visits, with guests spending an average of 93 minutes in Automobile Alley.

In addition to the season-long light display, Lights On Broadway features two district-wide open house events on December 5 and December 12, bringing

thousands of visitors together for live entertainment, holiday activities, shopping, dining, and family-friendly experiences.

Whether you sponsor the holiday light display, an event activation, or both, your partnership helps create one of Oklahoma City's signature holiday traditions while connecting your brand with an engaged, community-focused audience.

WHERE YOUR SPONSORSHIP GOES

Lights On Broadway is the primary fundraiser for the Automobile Alley Association, a 501(c)(3) nonprofit serving the Oklahoma City community since 1996. Sponsorship dollars go directly toward:

- Season-long Lights On Broadway display
- Holiday events and activations
- Neon Sign Grant Program
- Streetscape beautification and pedestrian improvements
- Year-round programming that supports local businesses and the district

Sponsoring Lights On Broadway is an investment in this neighborhood and in the people who show up for it every year.





HOLIDAY LIGHT DISPLAY SPONSOR OPPORTUNITIES



LIGHT DISPLAY DATES: NOVEMBER 12 — JANUARY 10

\$30,000

1 AVAILABLE

- Lights On Broadway in Automobile Alley listed as "supported by [Sponsor]" in the first instance on all PR and marketing materials, as well as print ads purchased by the Automobile Alley Association
- Option to have a representative in select media opportunities
- Recognition on select amenity pole banners along Broadway Avenue in Automobile Alley during display
- Logo listed on yard signs throughout Automobile Alley in November and December
- Logo listed in all sponsor communications
- Logo listed on signage at events
- Logo featured on event poster
- Logo featured on automobilealley.org (year-round)
- Logo featured on Lights On Broadway event webpage
- Logo listed on the Downtown in December website
- Name listed in Lights On Broadway feature in "What's Up Downtown" e-newsletter (+8,200 subscribers)
- Name mentioned in the official press release and Facebook events
- Name mentioned on Automobile Alley social media channels (tagged)
- Ability to have a pop-up presence at both Lights On Broadway events
- Exclusive holiday perk at both Lights On Broadway events

\$10,000

- Logo listed in all sponsor communications
- Logo listed on signage at events
- Logo featured on event poster
- Logo featured on automobilealley.org (year-round)
- Logo featured on Lights On Broadway event webpage
- Name listed in Lights On Broadway feature in "What's Up Downtown" e-newsletter (+8,200 subscribers)
- Name mentioned in the official press release and Facebook events
- Name mentioned on Automobile Alley social media channels (tagged)
- Ability to have a pop-up presence at both Lights On Broadway events
- Exclusive holiday perk at both Lights On Broadway events

**Over 900,000
led lights!**

- **461,800 visits during the 2025 holiday season**
- **22,000+ attendees at Lights On Broadway events**
- **Average visit: 93 minutes**

Source: Placer.ai





EVENT SERIES SPONSOR OPPORTUNITIES



EVENT DATES: DECEMBER 5 + 12
4PM - 7PM

\$5,000

- Logo listed on signage at events
- Logo featured on event poster
- Logo featured on Lights On Broadway event webpage
- Name mentioned in the official press release and Facebook events
- Name mentioned on Automobile Alley social media channels (tagged)
- Name listed in Lights On Broadway feature in "What's Up Downtown" e-newsletter (+8,200 subscribers)
- Ability to have a pop-up presence at both events
- Exclusive holiday perk at both Lights On Broadway events



\$2,500

- Logo featured on Lights On Broadway event webpage
- Ability to have a pop-up presence at both LOB events
- Name listed in Lights On Broadway feature in "What's Up Downtown" e-newsletter (+8,200 subscribers)
- Name mentioned in the official press release and Facebook events
- Name mentioned on Automobile Alley social media channels (tagged)
- Exclusive holiday perk at both Lights On Broadway events



\$1,000

- Name mentioned in the official press release and Facebook events
- Name mentioned on Automobile Alley social media channels (tagged)
- Name listed on Lights On Broadway event webpage
- Exclusive holiday perk at both Lights On Broadway events



\$500

- Name listed on Lights On Broadway event webpage
- Exclusive holiday perk at both Lights On Broadway events



Santa Sponsor: \$5,000

1 AVAILABLE

- Logo listed on signage at Photos with Santa
- Logo featured on Lights On Broadway event webpage
- Name listed in press release and Facebook events
- On-site presence at event as "Santa's helpers"
- Ability to distribute branded or promotional items at event

Available independently or alongside any sponsorship level.

Yes, I will sponsor Lights On Broadway!

Total Sponsorship Amount:

Sponsor Name (to be listed):

Contact Name:

Mailing Address:

Email Address:

Phone Number:

PAYMENT INFORMATION



Check enclosed



Invoice me at email address



Process below credit card information

Credit Card Number:

Exp. Date:

CVV:

Billing Address (if different from above):



I acknowledge that Automobile Alley will be charged a credit card processing fee up to 4% of the sponsorship amount and will not receive my full donation

Return this form by email to hjarolim@downtownokc.com or by mail:
(Attn: Holly Jarolim, 211 N. Robinson Ave., Ste. 225, OKC, OK 73102)

Sponsorships Due: October 2, 2026

Thank you for considering a sponsorship of Lights On Broadway. The contributions from generous donors like you make it possible for us to produce this holiday light display and free community events each year.



Holly Jarolim

Automobile Alley District Manager

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AUTOMOBILEALLEY.ORG