



Westchester's
WINTER WONDERLAND

Drive-thru

Holiday Light Extravaganza
Kensico Dam Plaza, Valhalla, NY

Presented by
Westchester Parks Foundation

Founding Sponsor
WMCHealth
Westchester Medical Center Health Network

Westchester's Winter Wonderland Drive-Thru Holiday Light Extravaganza is a one-of-a-kind, affordable holiday experience for the whole family!

- Guests are dazzled and delighted with extended 1.2 miles of custom holiday lights
 - 20+ larger-than-life glittering displays
 - Our very own live Santa Claus as the grand finale
- A magical, unique holiday experience, from the warmth and comfort of the car

Over 130,000 people celebrated the holidays at Winter Wonderland in 2021, over six weeks!

There are incredible customization options for sponsors, with the opportunity to place your brand in front of our coveted demographic of young families with children! Reach your audience both on site and via email!



Westchester's Winter Wonderland Drive-Thru Holiday Light Extravaganza

brings the magic of the holidays to the community, with 130,000 people participating over six weeks! It's a one-of-a-kind holiday experience that brings the magic of the season right here to the iconic Kensico Dam Plaza!

Westchester's Winter Wonderland is an affordable, family-friendly experience, with guests reserving their guaranteed time slot. Families spend about 30 minutes inside the 1.2 mile dazzling light show.

Sponsors are part of an incredible advertising package! 2021 advertising took place over 8 weeks across the lower Hudson Valley, NYC and CT, with over 450 paid ad placements, 10 million+ impressions, and earned media coverage with all tri-state network news outlets, including a nationally broadcast piece on CBS. Additionally, our 72 pieces of earned media coverage had an estimated 1.93 million views.

Winter Wonderland is advertised across the following platforms from November 1 through January 1:

- Westchester Magazine Special Insert in December Issue
 - Altice/News12 TV Commercial and Digital Ads
- Westchester Family, Westchester Parent, Mommy Poppins
 - White Plains City Center and Billboards County-Wide
 - Portal Magazine (Spanish)
 - Social Media Influencers and Giveaways
 - Westchester Talk Radio
 - Paid Facebook and Instagram Videos and Ads
 - Westchester County Airport
 - Westchester County Center Marquee
 - Bee Line Buses – Shelters, Exterior and Interior Billboards
 - Digital Advertising at the County Golf Courses
 - On-site signage throughout Kensico Dam

“Such a safe and great experience! We will 100% be back next year!”

Join Westchester Parks Foundation, Westchester County Parks, and Westchester Medical Center Health Network, our presenting sponsor seven years running, and reach tens of thousands of consumers during the prime holiday shopping season! With over 15 custom light show elements, sponsors have the opportunity to work with us to create themed, one-of-a-kind on-site displays that will highlight your business to consumers from all over the tri-state area!

For more information contact:

Elyssa Martinez, Program Director • E-mail: Elyssa@theWPF.org
Christine La Porta, Deputy Executive Director • E-mail: Christine@theWPF.org

Phone: 914.231.4600

SPONSOR BENEFITS

Platinum Sponsors

Gold Sponsors

Special Event Sponsors

On-site product placement and promotion opportunity to 130,000+ people



Sponsor will be acknowledged and make remarks at the Opening Night Event



“Takeover” of a prominent light show element customized with your brand
40ft Tree, Glittering Snowflakes, Tunnel



Press Conference at Kensico Dam Plaza, pre-event scheduled Sept-Oct



Full page advertisement in Westchester Magazine December special insert
(53,000 circulation, 10,000 on site)



Logo placement in Westchester Magazine December special insert (53,000
circulation, 10,000 on site)



Sponsor banner in the County Center and Kensico Dam Plaza entrances, 11/1
– 1/1 (car count 37,000+)



Sponsor banners at the event entrance and on site (2 locations)



Logo placement on all signage and promotional materials



Recognition in press and marketing materials



Acknowledgement as special event sponsor, with targeted advertising and
marketing opportunities



Logo placement on all print and electronic tickets



Logo on e-blasts to Parks e-club distribution list (50,000+ subscribers)



Dedicated e-blast to Westchester Parks Foundation distribution list (20,000+
subscribers)



Acknowledgement in posts on social media outlets



Broadcast advertisement + One sign



One Sign



Complimentary tickets that can be used with reservations for giveaways or by
clients/employees

100

50

25

\$25,000

\$15,000

\$7,500

\$2,500

\$1,000

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