



SATURDAY, NOVEMBER 25TH

2023

4:30pm to 7:30pm in
Historic Downtown Cochrane



WELCOMING THE HOLIDAY SEASON IN COCHRANE STYLE!

How can you and your business get involved?

There are sponsorship opportunities to suit every type of business and organization. Each sponsorship package goes a long way to making **Cochrane Light Up** a special night for the whole community!

Space is limited, so don't wait to secure your spot as a sponsor of this premier event!

If you have any questions about our sponsorship opportunities, please reach out to us by email:

COCHRANELIGHTUP@GMAIL.COM

ABOUT THE EVENT



BACKGROUND

Cochrane Light Up is back for another amazing year of family fun! Every year this event draws thousands of people to Historic Downtown Cochrane to celebrate the start of the festive season.

From hot dogs and hot chocolate, to toasty fire-pits and bright Christmas lights, this truly is the community event of the year!

An event like this can't happen without help from our great community sponsors, and we have some amazing ways for local businesses to be part of the fun too.

Sponsoring an event as big as Cochrane Light Up is an amazing way to align your brand with what matters most to Cochranites – **Community!**

EVENT TIMELINE ON NOVEMBER 25TH

BARRICADES GO
UP AT 12PM.

EVENT STARTS AT
4:30PM & RUNS
UNTIL 7:30PM.

- *HOT DOGS
- *HOT CHOCOLATE
- *ENTERTAINMENT
- *FIRE-PITS
- *GRAND FINALE!



All fun, less waste in 2023!!

COCHRANELIGHTUP@GMAIL.COM

EVENT DETAILS



WAYS TO SPONSOR



GOLD SPONSOR - LIMITED TO 3!

\$2500.00 - Includes:

- Top line billing for your name/logo on our website and all advertising, plus featured posts on **Cochrane Light Up** Facebook and Instagram pages.
- Permitted to set up a tent in your 15' area to hand out promotional items and display your company name signage.
- Your name/logo on the main sponsor board at the event.
- Business name mentioned Live on Air on 91.5 Cochrane NOW during the event.
- Option available to add hot dog or hot chocolate service



SILVER SPONSOR

\$1500.00 - Includes:

- Your name/logo on our website and all advertising, plus our **Cochrane Light Up** Facebook and Instagram pages.
- Permitted to set up a tent in your 15' area to hand out promotional items and display your company signage.
- Your name/logo on the main sponsor board at the event.
- Business name mentioned Live on Air on 91.5 Cochrane NOW during the event.
- Option available to add hot dog service



BRONZE SPONSOR

\$1000.00 - Includes:

- Your name/logo on our website and all advertising, plus our **Cochrane Light Up** Facebook and Instagram pages.
- May provide a banner to hang at the event.
- Your name/logo on the main sponsor board at the event.
- Business name mentioned Live on Air on 91.5 Cochrane NOW during the event.
- Option available to add hot chocolate service

EVENT DETAILS

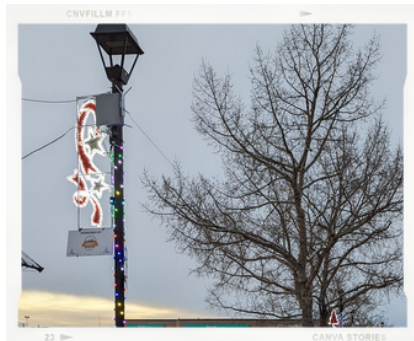


WAYS TO SPONSOR

HOT DOG TABLE SPONSOR - 8 AVAILABLE

\$750.00 - Includes:

- Approximately 500 hot dogs supplied (includes weiners and buns).
- Your name/logo on our website and all advertising, plus our **Cochrane Light Up** Facebook and Instagram pages.
- Permitted to set up a tent in your 15' area. ***No cooking is allowed UNDER the tent.**
- Your name/logo on the main sponsor board at the event.
- Business name mentioned Live on Air on 91.5 Cochrane NOW during the event.
- Hot dog tables will need to provide
 - Meat thermometer
 - Container with soapy water to wash your BBQ utensils incase they fall and get dirty
 - Hand sanitizer
 - Propane BBQ ***No cooking is allowed UNDER the tent.**
 - Tent (max size of 10'x10') that has been approved by Cochrane Fire Department
 - Tables
 - BBQ utensils
 - Fire extinguisher
 - Napkins
 - Any additional hot dog toppings
 - Gloves for food handling
 - Garbage bin



LAMP POLE SPONSOR - 12 AVAILABLE

\$500.00 - Includes:

- Your logo on 2' x 1' chloroplast on a lit pole in Historic Downtown.
- Your name/logo on our website and all advertising, plus our **Cochrane Light Up** Facebook and Instagram pages.
- Your name/logo on the main sponsor board at the event.
- Business name mentioned Live on Air on 91.5 Cochrane NOW during the event.

EVENT DETAILS



WAYS TO SPONSOR



FIRE PIT SPONSOR - 4 AVAILABLE

\$300.00 - Includes:

- Sponsor will have a 15' pre-determined area for food will be provided.
- Your name/logo on our website and all advertising, plus our **Cochrane Light Up** Facebook and Instagram pages.
- Permitted to set up a tent in your 15' area to help heat promotional items and display your company name / logo.
- Business name mentioned Live on Air on 91.5 Cochrane NOW during the event, plus your name/logo on our website.

HOT CHOCOLATE TABLE SPONSOR - 9 AVAILABLE

\$250.00 - Includes:

- Hot Chocolate provided
- Your name/logo on our website and all advertising, plus our **Cochrane Light Up** Facebook and Instagram pages.
- Permitted to set up a tent in your 15' area where cooking is allowed UNDER the tent.
- Business name mentioned Live on Air on 91.5 Cochrane NOW during the event.

- Hot Chocolate tables will also provide:
 - Benches for people to sit
 - Cochrane Light Up water to wash your utensils in case they have any food on them
 - Hand sanitizer

- Tent (max size of 10' x 10') that has been approved by Cochrane Fire Department

***wait list available**

- Tables
- Utensils
- Napkins
- Any additional hot chocolate toppings
- Gloves for food handling
- Garbage bin



EVENT DETAILS



WAYS TO SPONSOR



FRIENDS OF LIGHT UP SPONSOR

\$100.00 - Includes:

- Your name/logo on our website and all advertising, plus our **Cochrane Light Up** Facebook and Instagram pages.



BARRICADE SPONSOR - 5 AVAILABLE

FREE - Includes:

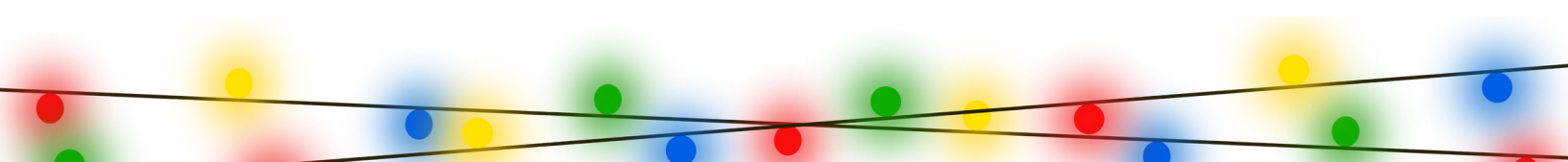
- Sponsors MUST BE set-up from 12pm to 8:30pm on a designated barricade.
- Sponsors may set up a tent, signage and hand out promotional items (while looking after the barricade), provided they do not interfere with moving barricades to allow emergency vehicles through if needed.
- Your name/logo on our website and all advertising, plus our **Cochrane Light Up** Facebook and Instagram pages.

*ALL TABLE SPONSORS WILL BE CHARGED A \$100 DAMAGE DEPOSIT.

ROAD CLOSURES WILL BEGIN AT 12:00PM WITH SET UP STARTING AFTER 1:00PM. VEHICLES REQUIRED FOR SET UP WILL BE PERMITTED ON THE STREET UNTIL 3:45PM THEN MUST BE MOVED.

IF YOU REQUIRE POWER AT YOUR STATION PLEASE BRING A GENERATOR AS NO PLUG-INS ARE AVAILABLE.

THIS YEAR'S LIGHT UP EVENT AIMS TO LESSEN WASTE & WILL ENCOURAGE ATTENDEES TO BRING THEIR OWN REUSABLE CUPS, OR TO PURCHASE ONE FROM A PARTICIPATING BUSINESS FOR THEIR HOT CHOCOLATE.

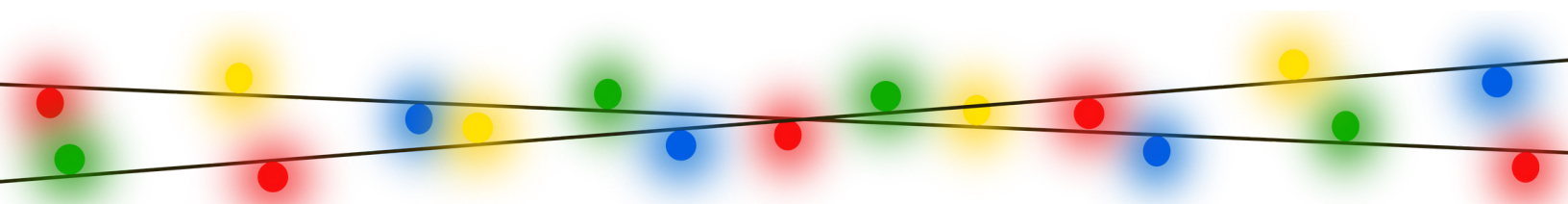


EVENT DETAILS



GENERAL GUIDELINES

- ALL SPONSORS ARE REQUIRED TO ATTEND A MANDATORY INFORMATION SESSION AT THE COCHRANE FIRE HALL, 20 GRANDE BLVD, **NOVEMBER 20TH AT 6:30PM.**
- ATCO TENTS WILL BE AVAILABLE TO SPONSORS ON A FIRST COME FIRST SERVE BASIS.
- ONLY PRE APPROVED FIRE POTS WILL BE ALLOWED AT THE COCHRANE LIGHT-UP EVENT AND IT WILL BE MANAGED BY 2 ADULTS AT ALL TIMES. NO ADDITIONAL WOOD OR PROPANE FIRE PITS WILL BE PERMITTED.
- TENTS AND CANOPY MATERIAL MUST BE ULC- S109 CERTIFIED. IF TENT OR CANOPY FABRIC IS NOT STAMPED (BUT IS FIRE RESISTANT) DOCUMENTATION OF ITS CERTIFICATION MUST BE PROVIDED ONE WEEK PRIOR TO THE EVENT AND BE INSPECTED BY COCHRANE FIRE SERVICES.
- TENTS AND CANOPIES MUST BE SET UP AS ESTABLISHED IN THE SPECIAL EVENT PLANS DEFINED AREA AND CANNOT BE SET UP IN OR IN FRONT OF INTERSECTIONS AND BACK ALLEY ENTRANCES.
- TENTS AND CANOPIES SHOULD BE WEIGHTED DOWN (20-50LB/LEG) TO PREVENT ANY MOVEMENT BY WIND.
- ALL HEATING AND COOKING APPLIANCES MUST BE EITHER CSA OR ULC CERTIFIED. HOME MADE OR MODIFIED GAS APPLIANCES ARE NOT PERMITTED, UNLESS APPROVED BY A CERTIFIED GAS FITTER.
- COOKING IS NOT PERMITTED UNDER ANY TENTS OR CANOPIES.
- ENSURE COMBUSTIBLE MATERIAL ARE KEPT CLEAR OF FLAMES OR HOT SURFACES.
- PUBLIC SHOULD BE KEPT AT LEAST ONE METRE AWAY FROM HOT COOKING SURFACES (ABOUT A TABLE WIDTH AWAY)
- ELECTRICAL OUTLETS AND EXTENSION CORDS MAY BE USED AND MUST BE MAINTAINED PROPERLY.
- PROPANE CYLINDERS, REGULATORS AND HOSES MUST BE IN GOOD WORKING CONDITION. CYLINDERS MUST ALWAYS BE POSITIONED UPRIGHT.
- GENERATORS SHOULD BE POSITIONED THREE METERS OR GREATER FROM ANY BUILDING OR MOBILE FOOD STATION.

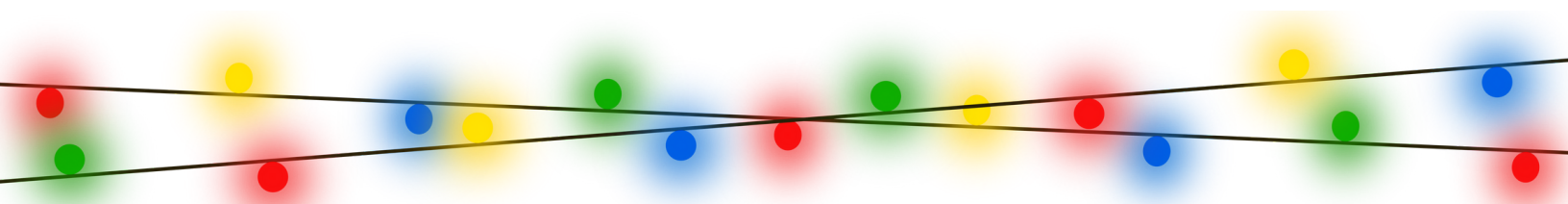


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GENERAL GUIDELINES

- EXHAUST FROM GENERATOR MUST BE DIRECTED AWAY FROM THE PUBLIC, BUILDINGS AND COOKING AREA. REFUELLING SMALL MOTORS AND GENERATORS OR CHANGING PROPANE CYLINDERS SHOULD BE AVOIDED DURING THE EVENT. IF REQUIRED, COMPLETE AS PER THE MANUFACTURER'S RECOMMENDATIONS.
- FUEL CANS AND SPARE PROPANE CYLINDERS CANNOT BE STORED NEXT TO APPLIANCES.
- EACH SITE THAT HAS A PROPANE COOKING APPLIANCE AND/OR GENERATOR MUST HAVE AT LEAST ONE, 5 LB ABC FIRE EXTINGUISHER READILY AVAILABLE WITHIN 5 METRES OF THE COOKING EQUIPMENT AND MUST HAVE BEEN CERTIFIED IN THE LAST 12 MONTHS.
- FIRE HYDRANTS MUST ALWAYS HAVE A THREE-METER CLEARANCE.
- ALL ROAD CLOSURE TRAFFIC BARRICADES MUST ALWAYS BE STAFFED.
- ALL TRAILERS PARKED INSIDE THE CLOSED AREA MUST HAVE WHEELS LOCKED TO PREVENT ACCIDENTAL MOVEMENT.
- NO UNACCOMPANIED VEHICLES WILL BE PERMITTED IN THE ROAD CLOSURE AREA AFTER THE STREETS ARE CLOSED AND AREA IS OPEN TO THE PUBLIC. IF EQUIPMENT OR MATERIAL NEEDS TO COME IN OR OUT DURING THE EVENT, SAFETY WALKERS MUST ACCOMPANY THE VEHICLE (ONE AT EACH CORNER) AND SHALL ENTER OR EXIT THE AREA IN THE SAFEST AND MOST DIRECT ROUTE.
- A SIX-METRE STRAIGHT UNOBSTRUCTED DRIVING LANE FOR EMERGENCY RESPONSE VEHICLES IS REQUIRED ON ALL ROADWAYS.
- TRIPPING HAZARDS SHOULD BE AVOIDED.
- PORTABLE SPACE HEATERS ARE NOT RECOMMENDED BECAUSE OF THE CONGESTION, BUT IF USED MUST FOLLOW MANUFACTURES OPERATIONAL REQUIREMENTS.
- IF WINDS EXCEED 50 KMPH, ALL TENTS AND CANOPIES MUST BE LOWERED OR TAKEN DOWN.
- ALL SET UPS MUST HAVE AT LEAST 1 INDUSTRIAL SIZED GARBAGE CAN THAT YOU EMPTY WHEN NEEDED.
- AREA MUST BE FREE OF ALL GARBAGE AND DEBRIS PRIOR TO LEAVING THE EVENT AREA.
- ALCOHOL/MARIJUANA WILL NOT BE PERMITTED.





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2023

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Historic Downtown Cochrane



SPONSOR REGISTRATION

SCAN



OR

CLICK

[Sponsorship](#)
[Registration](#)

ALL APPLICATION WILL BE REVIEWED AND RESERVED ON A
FIRST COME FIRST SERVE BASIS.

SPONSORSHIP FUNDS MUST BE RECEIVED TO GUARANTEE PARTICIPATION IN THE
2023 COCHRANE LIGHT UP.

COCHRANELIGHTUP@GMAIL.COM