



THE HARBOR ILLUMINATION – JULY 30, 2016

A time-honored Hull tradition: as the sun goes down over Hull Bay on the last Saturday in July a necklace of light made of a thousand individual flares circles the shoreline to create an awe-inspiring moment of beauty and magic. Flares burn for 30 minutes creating a magical interlude of serenity and beauty. In the silence a bagpiper is rowed slowly along the shoreline, adding a final touch of magic to the evening. Immediately prior to the lighting of the flares a parade of illuminated boats led by the Boston Harbor Pilot Boat, has processed around the Bay, with the Boston Fire Boat anchored in the background sending spectacular plumes of red and white foam skyward. Prizes are awarded for the Best Illuminated Craft and presented at the Illumination Post-Party held at the Sunset Bay Marina restaurant.

Leading up to the Harbor Illumination itself *The Illumination Festival* presents a full program of activities for all ages, drawing visitors into town from Boston and all along the South Shore in advance of the Illumination itself. Starting at 3pm this year's Festival will offer:

- Live music from 4 bands playing from 4pm-10pm
- 6 food vendors
- A stimulating mix of non-food vendors
- Face painting
- Children's Games 3pm-5pm led by Jen Piepenbrink of Macaroni Kids
- Exhibits by leading sponsors of the Illumination

The Festival Field is located two short blocks from the shoreline where the Boat Parade and Illumination can be viewed at sundown. A shuttle bus service connects the Festival Field with nearby parking.

The Illumination and Parade of Lights is supported by a paid advertising campaign in local print media, extensive social media, and local poster campaigns.

5,000 copies of the Illumination Program Booklet are distributed free of charge during advance promotional events, at the Festival site and at local tourist locations in town. In addition to describing the time and program of events the Program Booklet carries ads and messages from sponsors.

HARBOR ILLUMINATION: SPONSORSHIP LEVELS

Corporate and philanthropic support is vital to Hull Lifesaving Museum's mission to preserve the history and ethos of the celebrated lifesaving crews of the Massachusetts coast, and to continuing HLM's outreach rowing programs that imbue the surfmen's values and skills, in future generations. An association with the Hull Lifesaving Museum Illumination will provide your company with access to an engaged audience in the affluent towns on the South Shore adjacent to Hingham and Hull Bays. Standard Sponsorship Levels are listed below. Please contact us if you would like to customize your sponsorship package.

PRESENTING SPONSOR – ONE ONLY: \$7,500

- Lead recognition in all media ads and signage for Illumination + Parade of Lights
- Full page ad in the Illumination Program
- Lead recognition in all online bulletins, social media posts and on website
- Ad on website home page for 12 months
- Exhibit table at the Festival field

PLATINUM: \$5,000

- Recognition at Platinum Sponsor level in all media and printed materials
- Name/logo in online bulletins
- Full page ad in the Illumination Program
- Ad on website for 12 months
- Exhibit table at the Festival Field

GOLD: \$2,500

- Name/logo in all print ads and printed materials
- Name/logo in online bulletins
- Full page ad in the Illumination Program
- Ad on website for 9 months
- Exhibit table at the Festival Field

SILVER: \$1,000

- Half page ad in Illumination Program
- Name/logo in all print ads and printed materials
- Name/logo in online bulletins

ILLUMINATION PROGRAM

ADVERTISING RATE CARD

Circulation

5,000 copies of the Illumination Program are distributed at the Illumination Festival and during the week prior to the event. The program is also posted on the Hull Lifesaving Museum website.

Units and Pricing

Full Page 4 Color (vertical):	7 3/4" high x 5" wide:	\$1,000
Half Page 4 Color (horizontal)	3 7/8" high x 5" wide:	\$ 750
Quarter Page 4 Color (vertical)	3 7/8" high x 2 3/8" wide	\$ 425
Logo only		\$ 250

Materials Specifications

Electronic ad and logo materials only

High resolution PDF preferred

Email files to info@hulllifesavingmuseum.org

FESTIVAL ON-FIELD EXHIBIT TABLES

Exhibitor Fee: \$100

Acceptance subject to review by HLM Illumination Committee

Hull Lifesaving Museum is a 501(c)(3) non-profit organization. All donations are tax-deductible.