



**MAGIC** *of*  
**LIGHTS**  
*Wonderland Walk*

*Step into a World of Holiday Wonder*



November 27, 2025 – January 3, 2026



7777 Victory Lane | North Ridgeville, OH 44039

**NEW**  
LOCATION!

**New Walk-Through Experience!**

Bigger, Brighter, and More Magical than Ever!



## About the Event

For years, Magic of Lights has been a beloved Northeast Ohio holiday tradition.

This year, the magic moves to **Victory Park Ohio** with an **all-new walk-through experience** – *Magic of Lights: Wonderland Walk*.

Guests will stroll through dazzling light displays, immersive holiday scenes, interactive photo moments, and festive activities – continuing the holiday tradition of creating unforgettable memories for families, friends, and holiday enthusiasts.

### Dates:

November 27, 2025 – January 3, 2026

### Hours:

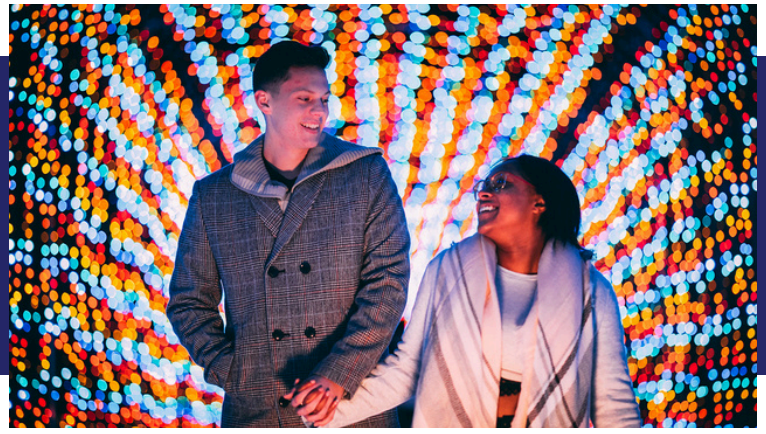
5:30 PM – 10:00 PM

### Location:

Victory Park Ohio, 7777 Victory Lane |  
North Ridgeville, OH 44039

## Audience & Marketing Reach

- **Expected Attendance:** 100,000+ visitors over the season
- **Demographics:** Families, couples, corporate groups, school outings
- **Regional Draw:** Guests from across Northeast Ohio and beyond (2+ hours)
- **Marketing Channels:**
  - Radio, TV, and print ads
  - Social media campaigns (250K+ reach)
  - Email newsletters to 60K+ subscribers
  - Influencer and media partnerships
  - Community and tourism listings



## Sponsorship Opportunities

✦ Packages Designed to Sparkle ✦



### Tier 1

- Recognized as name-in-title, presented by, or mutually agreed to sponsorship positioning
- Name and logo inclusion in 100% of event media including TV, radio, print, and online
- Logo and link on Magic of Lights website
- Branded custom light displays within show route (SAMPLE on next page)
- (:30) audio commercials featured on the course broadcast loop
- Digital and Social Media campaign inclusion
- Targeted Promotions & giveaways to attendees
- VIP packages and complimentary tickets

**Sponsorship Fee:**  
**\$50,000**



### Tier 2

- Recognized as a "feature" sponsor of Holiday Village or other Main Attraction sponsor of Magic of Lights
- Name and logo inclusion in 50% of event media including TV, radio, print, and online
- Logo and link on Magic of Lights website
- Naming right for feature scene display within show route
- (:15 or :30) audio commercials featured on the course broadcast loop
- VIP packages and complimentary tickets

**Sponsorship Fee Range:**  
**\$25,000 -**  
**\$35,000**



### Tier 3

- Recognized as an official "Reindeer, Holiday, Elf or Star" sponsor of Magic of Lights
- Logo and link on Magic of Lights website
- Printed sign within show route (\$2,500+)
- (:15) audio commercials featured on the course broadcast loop (\$5,000+)
- Complimentary tickets

**Sponsorship Fee Range:**  
**\$1,000 -**  
**\$10,000**



## Custom Partnership Options

We love creative collaborations!  
Opportunities include:

- Branded Photo Op Sponsor
- Large Present Selfie Station
- Carriage Ride Sponsor
- Product Sampling Nights
- Interactive Light Display Naming Rights
- Ice Skating Rink Sponsor

## Why Sponsor Magic of Lights: Wonderland Walk?

- **Unmatched Visibility:** Logo placement across all marketing channels and at the event
- **Engaged Audience:** Reach tens of thousands of local families plus millions of impressions through advertising
- **Community Connection:** Align your brand with a cherished Northeast Ohio holiday tradition
- **Holiday Spending Power:** Capture attention during peak shopping and entertainment season

## Let's Light Up the Season Together!

Contact us today to secure your sponsorship.

CONTACT:

**Christy Angie**

Marketing Communications Manager

☎ [440.289-7293](tel:440.289.7293)

✉ [cangie@victoryparkohio.com](mailto:cangie@victoryparkohio.com)

🌐 [www.magicoflights.com](http://www.magicoflights.com)