



728 N Prospect St, Suite 107, Rockford, IL 61107  
4thandlights@gmail.com www.4thandlights.com  
Ted, 815-979-1196 Tom, 815-979-2977

**2021 OFFICIAL ENTRY FORM**

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Name of Organization/Business

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Address of Organization

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City

State

Zip Code

**PRIMARY CONTACT PERSON**

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Name

E-Mail

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Day Time Phone

Evening Phone\*\*

**SECONDARY CONTACT PERSON**

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Name

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Day Time Phone

Evening Phone\*\*

**\*\*Please be sure to list an evening/secondary phone number!** Most concerns with the displays are discovered at night.

Please make your check payable to: *Festival of Lights* **or** *Rockford 4<sup>th</sup> of July Committee*

Please mail this form and check/money order to: Festival of Lights  
728 N Prospect St, Suite 107  
Rockford, IL 61107

Our organization would like to:  Supply our own display

Sponsorship\*

Rent a display\*:  Small  Medium  Large

*\*Rentals and Sponsorship Information are listed separately on Page 3. Rentals and Sponsorships are first come, first served. Contact Ted or Tom to see what Sponsorships are still available. \**

# **GUIDELINES**

**Submit the following to the Holiday Festival of Lights Committee:**

**Completed Official Entry Form:** Please provide all information requested - if your form is missing information, it will be returned to you.

**Entry Fee:** Schools, Non-profits & Churches \$125, Social Clubs \$150, Businesses \$200. Rentals and Sponsorships are found on the next page. Make check or money order payable to *Festival of Lights*. If your entry form is not accepted your check will be returned to you.

**Sketch & Production Details of Your Display:** Include the quantity of string lights and spotlights and the length, height and width of your display.

**Mail everything to:** Holiday Festival of Lights, 728 N Prospect St, Suite 107, Rockford, IL 61107

**Questions?:** Call Ted at 815-209-8734 or Tom at 815-979-2977

## **Guidelines for a Supply Your Own Display**

1. All displays must relate to - "The Holiday Season & Spirit of Christmas"
2. Please use LED C7 or C9 light bulbs or LED string lights. This will make your display much brighter and conserve energy.
3. All maintenance of the display is the sole responsibility of the participant.
4. Displays must be durable and built to withstand the weather such as high winds, ice, rain and heavy snow.
5. Participants furnish all materials for the design and construction of their displays.
6. To allow for snow plowing, each display must be constructed twelve (12) or more feet away from the road and at least off the ground by 6".
7. Advertising for your company name will be limited to the 2' x 4' sign provided by the Festival of Lights Committee. **No other recognition signage will be allowed as part of your display.** The sign will read "Display Courtesy of Your Company Name"
8. No plywood or wooden based displays will be allowed. Displays for 2022 and beyond must be motif or silhouette style based.
  - 8a. Motif/Silhouette Style Display Ideas: [christmasdonebright.com](http://christmasdonebright.com), [christmascottagelights.com](http://christmascottagelights.com), [theholidaylightstore.com](http://theholidaylightstore.com), [templdesign.com](http://templdesign.com).
  - 8b. We can also have a customized Motif/Silhouette Style Display quoted for you from several of our own contractors.
9. Each display will have a **minimum** lighting requirement of 300 light bulbs.
10. All monies collected help us sustain this event AND the 4<sup>th</sup> of July Fireworks.
11. Once approved by the FOL Committee, you will receive an email from [4thandlights@gmail.com](mailto:4thandlights@gmail.com), you then may start setting up your display beginning November 1st. *All Displays must be setup no later than November 17th.*
12. **All displays MUST be torn down no later than January 10, 2023.** There will be a \$300 fine for anyone that leaves their displays up after the tear down time forcing the FOL committee to remove it.
13. **NO Inflatables** will be allowed.
14. **NO strobing or excessive flashing lights** will be allowed.

*Event participation is subject to the sole discretion of the Rockford 4th of July Civic/Festival of Lights Committee.*

## **RENTAL GUIDELINES**

If you don't have the time to build, set up and tear down a display, let the FOL committee do it for you with one of their rentals. Please contact us with questions. Rentals are based on a first come first served basis. To view available display rentals, you can visit our webpage and click the 'FOL Inventory' tab.

### **Pricing:**

Small Display \$200

Medium Display \$300

Large Display \$400 - \$500

*Rental price includes a full working lighted display, setup and tear down by the FOL committee, a 2x4 sign listing your business as a FOL participant and a good sense of community partnership.*

## **SPONSORSHIPS – ONLY 3 Left!!**

We have several sponsorships available! Please contact us with questions. Sponsorships are based on a first come first served basis.

### **Front Entrance 1<sup>st</sup> Tier Sponsor, \$SOLD/Filled**

Includes your name at the top of the large signage at the entrance of Festival of Lights, a solo display with a 2'x4' sign, listed as a main sponsor on our social media and website and all labor for setup and tear down.

### **Front Entrance 2<sup>nd</sup> Tier Sponsor, \$SOLD/Filled**

Includes your name second from the top of the large signage at the entrance of Festival of Lights, a solo display with a 2'x4' sign, listed as a main sponsor on our social media and website and all labor for setup and tear down.

### **Front Entrance 3<sup>rd</sup> Tier Sponsor, \$SOLD/Filled**

Includes your name placed on the large signage at the entrance of Festival of Lights, a solo display with a 2'x4' sign, listed as a main sponsor on our social media and website and all labor for setup and tear down.

### **100' Light Tunnel Sponsor, \$SOLD/Filled**

Sponsor the amazing 30,000 light tunnel at the very entrance of FOL! Includes signage, all labor for setup and tear down of the 100', 30k light tunnel and your business listed as the sponsor on our social media and website.

### **Santa Claus Sponsor, \$SOLD/Filled**

We have Santa every weekend in December at the top of the hill in Sinnissippi waving to families and giving them a dose of true holiday cheer. We also have large 4'x6' signage stating who sponsored Santa! Social Media and Website will also reflect the Santa Sponsor.

### **Golf Course Bright Trees Sponsorship, ~~\$SOLD/Filled~~**

We light up the trees (roughly 10-14 trees) at the golf course section of Sinnissippi park. Two signs will be in place stating, "Trees Wrapped with Holiday Cheer by \_\_\_\_\_." But our volunteers do all the work! Sign sizes 6'x4". Includes us doing all labor of wrapping/unwrapping trees, lights and scissor lift rental.

### **Welcome to Christmas in Rockford Entry Sign Sponsor, ~~\$SOLD/Filled~~**

Our brand new (as of 2019) 18'x10' Las Vegas Style sign is up for sponsorship grabs! It sits right at the front entrance of our event and is one of the most photographed displays. 4'x6' signage will be included for your business.

### **Candy Cane Lane Sponsor, \$2,500**

This sponsorship includes multitudes of candy canes ranging from 3' to 9' tall, candy themes and bright up lights. It was a huge hit in 2020 & 2021 and we are only adding more displays to it! Your sponsorship will include a 6'x4' sign at the entrance to candy cane lane, and a 2'x4' sign at the end of candy cane lane, listed as a sponsor on our social media and website and all labor for setup and tear down. *Please note that there is an open spot in the middle of candy cane lane that will be used for a display not affiliated with this sponsorship*

### **Volunteer Sponsor, \$2,000**

This Sponsorship includes one 6'x4' sign for your business with your logo at our Volunteer RV (front of the park) as well as a Large Display with your business listed, listed as a sponsor on our social media and website and all labor for setup and tear down.

### **Festival of Lights Insurance Sponsor, \$1,500**

Includes 1, 6'x4' sign at one of our large displays, listed as a sponsor on our social media and website and all labor for setup and tear down.

### **Festival of Lights Exit Sponsor, ~~\$SOLD/Filled~~**

Includes 1, 6'x4' sign just before exit, 10 – 15, 6' lighted trees, an Exit animated Elf display, listed as a sponsor on our social media and website and all the labor for setup and tear down.

### **Custom Display Build, PRICE VARIES *NEW!!***

We take your business concept, send it to our Christmas Shop, and they weld an outdoor frame and light it up! Our volunteers then put it up and tear it down AND store it for you (additional cost each year). Contact us for details.

Custom Display still must relate to The Holiday Season or The Spirit of Christmas.

*Orders taken for custom builds are from January – July. Make sure to contact us beyond July to see if we can have another manufacturer build your display.*

All Custom Displays are made in the USA.