



Neiman Marcus and **DOWNTOWN**DALLAS are thrilled to announce the 5th annual CityLights, a holiday lighting extravaganza, Friday, November 20!

Every year, Neiman Marcus wows Dallas with the elaborate lighting of the Downtown store. The lighting and the debut of their signature holiday windows and holiday tree have become part of Dallas' culture, making the store a must-see destination throughout the Holiday season.

Beginning in 2005, the awe of Neiman Marcus' lighting was expanded by **DOWNTOWN**DALLAS throughout the Main Street District through the CityLights event. Retailers and restaurants creatively light their storefronts, and over 10,000 attendees are treated to activities, extended holiday hours and discounts at each retail location. Each year we grow every aspect of the event from the décor to the activities and in 2009 will be expanded to include the newly opened Main Street Garden.

We're also pleased to announce our partners for 2009: Mix 102.9 and WFAA TV

## Schedule of Events

**6:30 p.m.:** Activities on the streets surrounding Neiman Marcus including costume characters, crafts and the anticipation of the grand unveiling.

**7:00 p.m.:** Lighting of Neiman Marcus; Unveiling of the Neiman Marcus Holiday Windows and a special visitor from the North Pole!

**7:20 p.m.:** Promenade along Main Street, from Neiman Marcus to Main Street Garden

**7:30 p.m.:** Lighting the official Downtown Holiday Tree at Main Street Garden followed by performances from the Texas Ballet & Dallas Theater Center

## City Lights Event Elements

- o Official Downtown Tree at Main Street Garden, up from 11/20/2009-1/2/2010 (\$20,000)  
Company brand incorporated into tree decor and mentioned as "Company X Holiday Tree" including posters, invitations, event web page and all PR (plus benefits at the \$15,000 level)
- o Holiday Tree at Pegasus Plaza, up from 11/20/2009-1/2/2010 (\$10,000)  
Company brand incorporated into tree decor and mentioned as "Company X Tree" at Pegasus Plaza including posters, invitations, event web page and all PR (plus benefits at the \$5,000 level)
- o Main Street Garden Stage Sponsor (\$15,000)  
Mentioned as "Company X Stage" in invitations, posters, web pages and all PR (plus benefits at the \$15,000 level)
- o Kids' Corner for 11/20 City Lights at Main Street Garden (\$5,000)  
Mentioned as "Company X Kids' Corner" in invitations, posters, web pages and all PR (plus benefits at the \$2,500 level)
- o Holiday and Park Photos for attendees (\$15,000)  
Company logo placed in all photos for attendees (plus benefits at the \$5,000 level)
- o Jumbotrons (\$15,000, 3 available)  
Listed as "Company X Presents.." in invitations, posters, web pages and all PR for event (plus benefits at the \$10,000 level)
- o Pegasus Plaza Cocktail Corner (\$20,000)  
"Ownership" of events at the plaza - DJ, bars and other activities geared towards residents and adults. Naming of Pegasus Plaza corner including signage and promotion "Company X Cocktail Corner" in all promotions. (plus benefits at \$15,000 level)
- o Direct me to the Poles! Directional Signage (\$5,000)  
Company logo on all directional signage throughout the district (plus benefits at the \$2,500 level)

# City Lights Sponsorship Packages



	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000+
Event branded with company name in all promotions					
Industry exclusivity in category					
Booth onsite at Main Street Garden or Pegasus Plaza	●	●	●	●	●
Company listed as Main Street Garden Supporter on Plaque	●	●	●	●	●
Sponsor Party Invitations	3	5	10	15	25
VIP Seating at Neiman Marcus lighting			2	4	6
Company Banners hung during event				●	●
Company listed on thank you screen during event	●	●	●	●	●
Company logo projected on buildings around park					●
Opportunity to run a 90 sec clip on jumbotrons every 15 min					●
Company LOGO on					
Web site			●	●	●
Event invitations			●	●	●
E-Blasts				●	●
Posters				●	●
Print ads with The Dallas Morning News					●
WFAA PSAs				●	●
Event T-shirts			●	●	●
Company NAME listed on					
All PR Surrounding the Event			●	●	●
Web site	●	●			
Event invitations					
E-blasts			●		
Posters		●	●		
Print ads with The Dallas Morning News			●		
WFAA PSAs					
Event T-shirts		●			
Company name on radio spots				●	●

All packages are negotiable