

*The Fargo-Moorhead Sertoma Club and the  
Fargo Optimist Club are making your Holidays  
BIGGER & BRIGHTER!*

Be a part of the '2020 Holiday Lights' Tradition this year!  
Join us for the 22<sup>nd</sup> Annual "Holiday Lights in Lindenwood Park"

We invite your business/organization to join us in making the holidays brighter for our community. This year's celebration runs from Thursday, November 26<sup>th</sup> through Thursday, December 31<sup>st</sup>, with the park being open daily from 5:30 P.M. until 10:00 P.M.

- **New and larger displays** will make this year's Holiday Lights the best ever.
- You can be a **part of what everyone will be talking about** this holiday season.
- Last year's displayers are returning with **expanded, re-designed or new displays**.
- This year's event has room for **70 - 80 displays**.
- **Each business/organization is recognized** by having their name listed by their display.
- Displayer 'passes' allow you to keep your display in working order.
- **Hundreds of thousands have viewed 'Holiday Lights'** in Lindenwood Park.
- Experience the dazzle of the holiday lights from the warmth and comfort of your car.
- Admission is \$8.00 per vehicle or \$7.00 with canned good, \$12.00 for buses and limousines.
- ALL PROCEEDS support local charities so dollars stay in our community.
- **Rental Displays are available.**

**Show Fargo-Moorhead that you are committed to brightening the holiday!  
Participate in this year's 'HOLIDAY LIGHTS in LINDENWOOD PARK'!**

**Sponsorship Levels Available:**


\_\_\_\_\_ **\$125 – Displayer** - Reserved spot for your display, sign with your business name on it, and advertising to thousands of people for the month of December.

**EARLY REGISTRATION PRIOR TO MONDAY, October 19<sup>th</sup> is ONLY \$75.**

\_\_\_\_\_ **\$250 Community Partner** - For those businesses who do not want to display, but who would like to support Holiday Lights. Your name is listed as a Community Partner on flyers handed out to guests as they enter Holiday Lights.

\_\_\_\_\_ **\$750 Weekly Sponsor** - Reserved spot for your display, sign with your business name on it, 25 guaranteed radio spots on Radio Fargo Moorhead stations, and the ability to hand out items, coupons, goods, promotions to all guests entering the Holiday Lights during your week of sponsorship. Reach thousands of people for one low price. Weekly sponsorships are available **November 26 – December 4, December 5-11, December 12-18, and December 19-31.**

\_\_\_\_\_ **\$1000 Major Sponsor** - Reserved spot for your display, sign with your business name on it, 50 guaranteed radio spots on Radio Fargo Moorhead stations, and the ability to hand out items, coupons, goods, promotions to all guests entering the Holiday Lights on any of the above weeks listed in the Weekly Sponsorship. Reach thousands of people for one low price.



**Please complete this application and reserve your spot for this year's event.  
We look forward to sharing a "brighter" holiday with you.**

Please return this application to:

**F-M Sertoma Club**  
**P.O. Box 10764**  
**Fargo, ND 58106**



**Business/Organization Name** \_\_\_\_\_  
**Mailing Address** \_\_\_\_\_  
**Contact person(s)** \_\_\_\_\_  
**Work Phone** \_\_\_\_\_ **Home Phone** \_\_\_\_\_ **Cell** \_\_\_\_\_  
**Email Address** \_\_\_\_\_  
**Sponsorship Amount (Please mark level on front of sheet):** \$ \_\_\_\_\_

**I will provide my own display. Yes** \_\_\_\_\_ **No** \_\_\_\_\_  
**I will rent a display from the F-M Sertoma Club. Yes** \_\_\_\_\_ **No** \_\_\_\_\_  
**Non-Profit Businesses/Organizations:** Please contact us for more information.

The F–M Sertoma Club members and Board, the Fargo Optimist Club members and Board, the owners of the property and the Fargo Park Board assume no risk; and by acceptance of this agreement, the displayer expressly releases those named above from any and all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of said site by the displayer and agrees to hold and save those named above harmless of any loss or damage by reason thereof. The displayer also agrees to save those named above harmless from any and all claims made, which arise out of exhibit by displayer at F–M Sertoma Club & Optimist Club “Holiday Lights in Lindenwood Park”.

I have read and accept the terms and conditions stated in this application.

\_\_\_\_\_  
Signature and Title \_\_\_\_\_  
Date

**Display site size:**

- A regular display area will measure approximately 50' wide and 10' deep, but we can accommodate wider or deeper site needs or special placements.

**Electricity:**

- 110-volt power is provided.
- **Displayers will need to furnish their own 50' to 100' 12 gauge (minimum), heavy-duty outdoor extension cords. For safety reasons, Indoor Extension Cords WILL NOT BE ALLOWED. PLEASE LABEL YOUR CORD WITH YOUR NAME or you may not get it back.**
- **ALL CORDS must have a 3-prong safety ground plug.**

**Lighting:**

- Not more than 4 – 60 LED watt **outdoor** spot/floodlights will be allowed in your display.
- **Halogen lighting, large wattage spot or floodlights will not be allowed. Only LED lighting will be allowed.**

**Signs:**

- Each display will be furnished a lighted identification sign that measures 22" X 34".
- F/M Sertoma & Fargo Optimist reserve the right for placement of the signs.

**Set-up:**

- Display set-up will begin on Monday, November 16th, and the park will be open daily from 9 AM to 4 PM.
- All display set-ups must be completed by **4 PM on Wednesday, November 25th.**
- **Please make sure your display is well anchored, in case of high winds.**
- **Please do not use any blow up items, as they do not stand up in the wind and snow.**

**Teardown:**

- Displays may be dismantled and removed beginning Wednesday, January 1, 2021. The park will be open daily from 9 AM to 4 PM. **Please remove everything you brought into the park by 4 PM SATURDAY, JANUARY 13<sup>th</sup>.**

**Security:**

- Limited security will be provided.

**Insurance:**

- The Park will be closed from 10:00 PM to 5:30 PM the following day, and any damage or maintenance to displays is the responsibility of the displayer. Displayers are encouraged to check their displays for problems daily using their “Displayer Pass”.
- We will make every effort to notify displayer’s of any problems.

**For additional information or questions, please contact: Jim Wolslegel 701-238-3575, Devin Gaard 701-936-5372, Bruce Hanson 701-261-9734 or Darrell Vasvick 701-261-3412**