

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

Be a part of the '2021 Holiday Lights' Tradition this year!
Join us for the 23rd 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 25th through Friday, December 31st, 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 **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 \$10.00 per vehicle and \$15.00 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:

_____ **\$100 – Non-Profit (10 spots available) Early Bird by October 11th - \$50**


_____ **\$150 – 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 11th is ONLY \$100.

_____ **\$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 3, December 4-10, December 11-17, and December 18-31.**

_____ **\$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

Set-up:

- Display set-up will begin on Monday, November 15th. 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 24th.**
- **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 Saturday, January 1, 2022. 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 15th.**

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**”. You will be responsible to carry insurance on your displays.
- We will make every effort to notify displayers 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