

FESTIVAL OF LIGHT™



WHAT HAVE WE ACCOMPLISHED SINCE 2007

With YOUR HELP, we continue to hang over 2,500,000 lights in the park (this does not include the 1 million lights in trees which are hung by contractors/employees).

- decorate over 220 trees and outline over 4 miles of walk-ways, walls, and buildings
- new lights and cords on the big tree every year due to ice damage
- New LED lighting on: entrance arch, animated light show, multiple-displays, and scheduled for the bridge and bathhouse in 2010
- Purchased Animated light show: great first two years but unable to get working due to vandalism in 2009
- Purchase of new equipment to safely install the bridge lighting under OSHA standards
- Purchase of new ladders and harnesses that meet OSHA standards
- Purchase of top quality Sound System that can be heard over five miles
- Purchase of lighting system for Opening Night
- Repair of Power Panels: both interior and exterior components
- Purchase of new signs for highways and city use (directional and Do Not Block Drive)
- Design and Maintenance of new website
- Remodeled Bathhouse in 2008 with new paint, carpet, and wood molding to help protect the wall integrity during rentals from City
- Renovated all gift shop furniture with repair and new paint
- Repaired four years worth of "old" lighting
- Purchase over \$25,000.00 worth of new lighting: for bridge, trees, and springhouse
- Built new guard houses in 2009
- Purchase/replace over 500 extension cords due to damage and theft
- Purchase of new radio system
- Paid ALL past debt owed to local vendors for debts that were accrued since 2003 other than 2009 Loan from Arvest Bank
- Listed as Number 2 in Nation on MSN.com for best light show, 2008 Governor's Red Bud award for Best Tourism website, 2009 Outstanding Outdoor Activity for Frontier Country Tourism Association

We instituted a new volunteer method that successfully generated over 1000 volunteers to install the lights, work the gates, work the gift shop, and help with upkeep of the park. We have over 100 displays in the park which are installed and maintained through partnership with Funlight Creations, Big John's Lawncare, The Sunday Afternoon Light Team and our local company sponsors.

WHAT WE HAVE FACED

- Significant debt (over \$40,000.00 and neglect of proper upkeep of equipment and supply)
- Flood of warehouse and loss of inventory and damage of equipment in August 2007
- Ice Storm of the Century in December 2007 which caused loss of all lighting at end of season and loss of hundreds of extension cords and loss of "income" due to closure for 8 days.
- Ice Storm, Snow, and Cold temps in 2008 caused FOL to close for 2 days and the carriages didn't run for 9 days.
- Snow Storm in 2009 caused FOL to close December 23-28 and small to non-existent crowds on the 29-31st due to long extent of closure and after holidays. Equipment didn't suffer much damage from snow.
- Ice Storm in February 2010 caused loss of ALL lighting left in park which encompassed all lighting in trees and Big Tree lighting.
- Increased Vandalism in parks causing significant damage to lighting in trees, walk-ways, and displays plus the incapacitation of our \$30,000.00 light show

When we are closed, we lose donation income and vendor income. In last three years, we have been closed 20 days which almost equals an entire season!

WHO ARE OUR LOCAL FINANCIAL SPONSORS?

- **Title Sponsors and Park Handout Ads/Light Show Ads/Website Ads(\$1000.00 per year or more in cash or in-kind supplies)** : Pioneer Rental, Chickasha Lumber Company, Chickasha Economic Development Council, City of Chickasha, USAO, Grady Memorial Hospital/5 Oaks Medical Center, Wal-Mart, Southern Plains Medical Center, First National Bank & Trust Company, Chicken Express, SNB Bank of Chickasha, Green Bay Packing Co., Big John's Lawn Care, Johnson's Wreckers
- **Park Handout Ad Sponsors (for \$500.00)**: Eduardo's, A & E Grill, Best Western Hotel, Holiday Inn Express, Braum's, Lifeline Home Health, IBC Bank, AT&T
- **Park Handout Ad Sponsors for (\$275)**: McDonalds, Arvest Bank, Ken's Steaks and Ribs, Canadian Valley Technology Center, Chickasha Bank & Trust Co., Paw-Paws Hamburgers, Kentucky Fried Chicken
- **In-Kind Sponsors for PR**: Kool 105.5, Foxy 92, Chamber of Commerce, Express-Star
- **Sponsors for Food for Volunteers**: A & E Grill, Eduardo's, Ken's Steaks and Ribs, Paw-Paws Hamburgers, Wal-Mart

SPONSORSHIP LEVELS:

Platinum Sponsor: \$5000.00

Gold Sponsor: \$1000.00

Silver Sponsor: \$500.00

Bronze Sponsor: \$100.00

Friends of the Festival: \$25.00

All DONATIONS are TAX-DEDUCTIBLE as we are a non-profit 501(c) 3 organization. Mail to: FOL, P.O. Box 2381, Chickasha, OK 73023 or deliver to 221 Chickasha Ave., Chickasha, OK 73018.