



Nature's Coastal Holiday
Festival of Lights

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Dear Valued Sponsor,

Your continued support during 2020 lead to the completion of our "Meet Me at the Park" partnership with the City of Brookings. The North Bank Parking Lot by the Capella is paved, well-lit at night and ADA compliant. We couldn't be happier!

Our little band of volunteers turned our attention to decorating around town for the 2020 holiday season and hosting a home decorating contest. It was a great success. We encourage every business to decorate for 2021 as we turn our attention back to Azalea Park. So, where are we at for 2021?

Non-profits and community-based organizations are facing concerns regarding active volunteer turnout. According to the Fidelity Charitable Organization's study, two-in-three volunteers decreased or stopped contributing time due to the pandemic in 2020. Many of these needed volunteers are still missing from the volunteer base. Our community is facing the same scenario and frankly, we are concerned. Without an impressive Saturday turnout and enough host groups, we will need to decrease the size of the show in Azalea Park and/or shorten the nights we are open from 7 days a week to Thursday-Sunday as we try and staff the show ourselves.

What does this mean to you as a financial sponsor and a valued community leader? We are asking you to rally a crew to spend 4 hours on Saturday Oct 30th to help string lights in the bushes at Azalea Park. Call your friends. Offer your employees a perk for volunteering. Grab your teenagers. Report to the Kid's Town Parking lot off Old County Road at 9am. Extreme weather may cancel the day so watch our Facebook page for updates.

Further, we are looking for groups of 8-16 people to come together to host a night by manning the ticket booths and Snack Shack. Rally your church members. Get your organization's team fired up to show up. Offer a raffle for being a hosting volunteer. Be the force behind a night of holiday joy. We have enclosed information for hosting.

Your financial sponsorship will offer you

- Signage during the holiday season at Azalea Park (*if we are unable to decorate the full park, an honor roll sign of sponsors will be displayed in front of the Band Shell at Azalea Park*)
- Demonstrates your financial commitment to your coastal community

BUT, the benefits in getting involved on Oct 30th and/or hosting a night are even better!

- You get to see your results first-hand and gain a sense of personal pride in the display and Azalea Park
- You help to preserve a time-honored community tradition
- You will meet new people and perspective members/clients for your organization or business
- You directly contribute to a non-profit event focused on bringing joy to all those who attend
- You are supporting our community's economic base

It's a win-win for everyone!

The Best Christmas Light Show on the Southern Oregon Coast