



THANK YOU TO OUR PAST YEAR'S SPONSORS



NATIONAL SHRINE of
OUR LADY of the SNOWS

info@snows.org 618-397-6700
SNOWS.ORG

442 SOUTH DE MAZENOD DRIVE BELLEVILLE, IL 62223-1023

2023

Sponsorship Opportunities

Way of Lights Christmas Display

November 17 through December 31, 2023

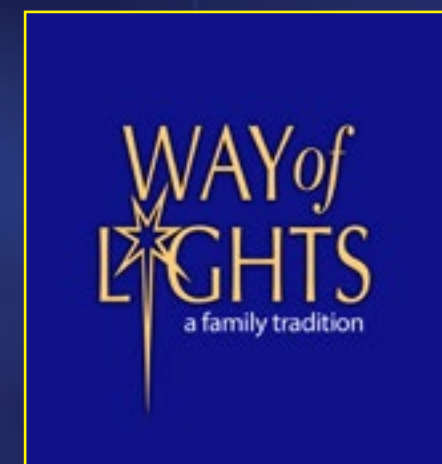
THE NATIONAL SHRINE OF OUR LADY OF THE SNOWS
AND THE MISSIONARY OBLATES OF MARY IMMACULATE

PROUDLY PRESENT THE

54TH

WAY OF LIGHTS AND THE

Journey to Bethlehem



The annual Way of Lights Christmas display is a
St. Louis, Metro East tradition sharing the journey of Jesus, Mary and Joseph to Bethlehem
through the magic of Christmas lights.

For 54 years, hundreds of thousands of people have driven through the
millions of beautiful lights and displays during Christmas.

Snows.org/wayoflights

Free Admission



Come experience Christmas Joy!
Petting Zoo, Choirs, Indoor Activities
and more than 1,000,000 lights!



SPONSORSHIP OPPORTUNITIES

PURPOSE OF SPONSORING

For our sponsors, this is a unique opportunity to highlight your business.



The Oblates of Mary Immaculate are a missionary group of priests and brothers who minister to the poor and needy in over 60 countries. Here at home, they offer the Way of Lights without charge as a gift to the community, at a cost of \$160,000.00 per year. Your sponsorship and the many people who support the Shrine are instrumental in keeping the display free of charge to be enjoyed by young and old alike.

The Oblates of Mary Immaculate started the Way of Lights to offer a beautiful display for all faiths to enjoy during the Christmas season. This spectacular event grows every year by adding lights and displays to enhance the experience for each generation to embrace this family tradition. And the numbers show an upward trend year after year! The community will benefit greatly from your support, and together, we can continue to keep this tradition alive!



Each year attendance grows, with last year being the highest in estimation with 40,000 cars or 160,000 people coming through the lights. With your sponsorship, your company logo will be on display for 6 weeks and thousands of people will see your name "in lights"! With the many packages available, we are sure to find one to fit your budget.



The community-based National Shrine of Our Lady of the Snows has been a part of Belleville and the surrounding areas since 1958, sharing their beautiful grounds with their guests and pilgrims. In 1970, it was decided to fill in the downtime during the winter with something for the whole family to enjoy...and that is how the Way of Lights began.

| PACKAGES | GOLD | SILVER | BRONZE | CHRISTMAS | CONTRIBUTING | SUPPORTING |
|---|----------|----------|---------|-----------|--------------|------------|
| 6' x 6' Sign at Exit | * | * | | | | |
| Company Logo on TV Advertisement | * | | | | | |
| Your Logo on all Marketing Materials, Monitor Displays, Email Blasts and Social Media | * | * | * | * | | |
| Logo on WOL Run T-Shirt | * | * | * | * | | |
| Logo Poster in Visitors Ctr. Lobby | * | * | * | * | * | * |
| | | | | | | |
| VOUCHERS | | | | | | |
| Camel Rides | 6 | 4 | 2 | | | |
| Lego Display | 6 | 4 | 2 | | | |
| Cups of Hot Chocolate | 6 | 4 | 2 | 4 | | |
| Bag(s) of Kettle Corn | 2 | 1 | 1 | 1 | | |
| Shrine Food Voucher | \$30 | \$20 | \$10 | \$5 | | |
| King's House at the Shrine Retreat Voucher | | | | | \$50.00 | \$20.00 |
| Recognition in Next Year's Package | * | * | * | * | * | |
| Sponsorship Value | \$15,000 | \$10,000 | \$5,000 | \$2,500 | \$1,000 | \$500 |