



Bentleyville Tour of Lights

Over the years, Bentleyville Tour of Lights has grown into a beloved, free event for families, all while supporting The Salvation Army's mission to provide food and toys to those in need. As we prepare for our 23rd season, we reach out in hopes of your support to make this celebration even brighter.

Bentleyville will be open nightly from November 21st – December 26th, 2026. This year's event promises to be another unforgettable holiday celebration, featuring 6 million lights, live animals, fireworks, and much more.

YOUR DONATION MAKES A DIFFERENCE



Through the support of community partners and businesses like yours, Bentleyville Tour of Lights provides every visitor age 12 and under with a new knit hat during their visit.



**Become A
Sponsor
Today!**



BENTLEYVILLE TOUR OF LIGHTS



36 Nights.

Thousands of Guests.

Endless Brand
Visibility.



OFFICE ADDRESS

4313 Haines Road, Duluth,
Minnesota 55811

Phone: 218.740.3535

jordan@bentleyvilleusa.org



VOTED BEST PUBLIC HOLIDAY LIGHT DISPLAY

BEYOND THE LIGHTS

Bentleyville Tour of Lights, a 501(c)(3) non-profit, creates a magical holiday experience while supporting families in need. Since 2003, it has partnered with The Salvation Army to collect food and toys for communities in Northern Minnesota and Wisconsin. Thanks to sponsors and community support, Bentleyville remains a cherished holiday tradition.

FACTS

- 2025 Attendance: 295,300 guests
- 89% of guests rated their experience 5/5 stars
- 57% of guests traveled over 100 miles
- 87% of guests said they plan to return to Bentleyville in 2026

<https://www.bentleyvilleusa.org>

EVENT DATES

Nov 21 - Dec 26, 2026

Sponsor Benefits	Rudolph \$20,000+	Dasher \$15,000+	Dancer \$10,000+	Prancer \$5,000	Vixen \$2,500	Comet \$1000	Cupid \$500
Exclusive Title Sponsorship in your Industry	✓						
Promotional Message Broadcast Across the Park	✓						
Logo/Name Placement in 2027 Event Brochure	✓	✓					
Recognized on all Bentleyville Social Media Accounts (132,000+ followers)	✓	✓	✓				
Branded Logo Placement at the Event Entrance (See Signage Page)	✓	✓	✓				
Official 2026 Bentleyville Sponsor Gear	20 Sweatshirts	15 Sweatshirts	10 Sweatshirts	5 Sweatshirts	2 Long Sleeve T-shirts	2 Long Sleeve T-shirts	
Event Parking Pass	20	15	10	5	2	2	1
Invite to VIP Sponsor Event (Family of 4) At the DECC - Tuesday, December 8th, 2026	10	8	6	4	2	1	1
Featured Logo Placement on the Bentleyville Website	✓	✓	✓	✓	✓	✓	✓
Prominent Logo Placement along the Event Pathway (See Signage Page)	✓	✓	✓	✓	✓	✓	✓
Increased Name Recognition to over 325,000 Visitors	✓	✓	✓	✓	✓	✓	✓

Sponsor/Company Name: _____

Contact: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Value: ☐ Rudolph ☐ Dasher ☐ Dancer ☐ Prancer ☐ Vixen ☐ Comet ☐ Cupid

Method of Payment:

☐ Check Enclosed ☐ Please Bill me ☐ Credit Card

Invoice will be issued after your form is received

Number: _____ Exp Date: _____ CVV: _____

Signature: _____

Please Fill In Your Appropriate Shirt Order Below

Qty	S	M	L	XL	2XL	3XL	4XL	5XL

Additional shirts available

Sweatshirts \$22 - Long Sleeve T's \$12

Sponsor Signature: _____ Date: _____

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Bentleyville Tour of Lights is a beloved community tradition. As a non-profit, we depend on supporters like you to make it magical and safe for all. Thank you for your generosity!



SIGNAGE

ALL SPONSORS INCLUDED ON BANNER 1



SIGNAGE FEATURES:

Banner 1 – All sponsors receive recognition in two high-visibility locations: across from the Cookie House (see photo for reference) and across from the Popcorn Building.

Rudolph, Dasher and Dancer Sponsors will have their choice of two locations for the next four areas

- Santa Area - Logo displayed on a shared 4'x8' coroplast sign in one of the park's most popular areas.
- Entrance - Logo displayed on a 4'x8' coroplast sign at the main vehicle entrance to the parking area.
- Exit - Logo displayed on a 4'x8' coroplast sign at the vehicle exit.
- 5th Ave Entrance - Logo displayed on a 4'x8' coroplast sign welcoming guests arriving from Canal Park and the DECC.



ABOUT:

CONTACT DETAILS:



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