

# UCITY LIGHTS

At the Shoppes at University Place

November 22, 2025

5:00 PM - 9:00 PM

Shoppes at University Place

8929 J M Keynes Dr, Charlotte, NC 28262



UCity Lights ♡

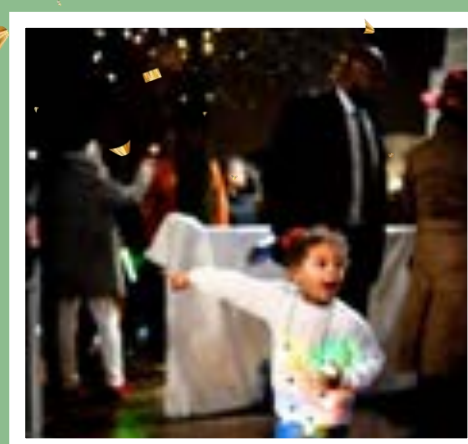
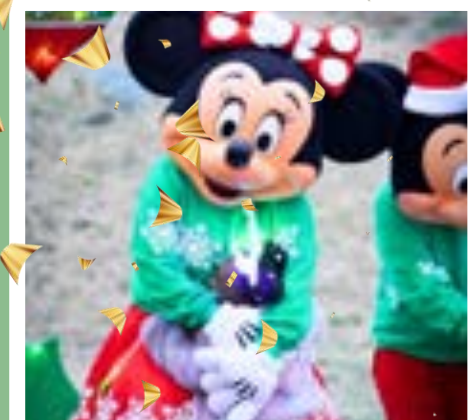
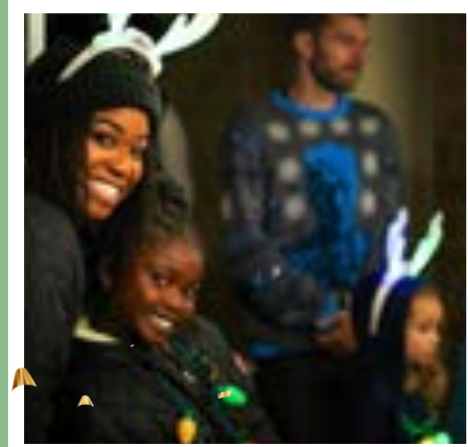
Get ready to immerse yourself in the magic of the holiday season with University City Partners UCity Lights! Join us as we illuminate the winter sky, heralding the season with joy, warmth, and cherished memories.

XOXO ♡ Santa

Art, Music,  
Performances, &  
Holiday Activities

Grand Tree Lighting  
Ceremony, Vendors, &  
Giveaways

Holiday Market,  
Community, Signage,  
& More



## About Us

University City Partners is committed to preserving cherished holiday traditions and fostering community spirit through UCity Lights, an inclusive and festive gathering that brings together thousands of community members to usher in the winter season. As organizers of this hallmark event, we strive to create a joyful and welcoming atmosphere where families, youth, and businesses in University City can come together to celebrate the holiday season.

## UCity Lights Audience

- **Who:** Local residents, families, holiday enthusiasts, students, tourists, and holiday shoppers.
- **Attendance:** Hundreds of customer leads for each sponsor with over 1,500 event attendees.
- **Investments:** University City Partners is a 501c3, sponsorships are tax deductible.
- **Features:** Grand Tree Lighting Ceremony, Interactive Light Displays, Holiday Market, Winter Wonderland

# Sponsorship Packages

1 AVAILABLE

## Title Sponsor

**\$40,000**

- Naming Rights: "Your Name" UCity Lights
- 10 x 20 space at the festival
- Logo placed on the top of on all print advertising materials
- A VIP table for 10 to the festival
- A promotional video will be produced highlighting your support of the festival and will be placed on the festival's website and social media accounts
- A minimum of 10 social media mentions recognizing your support
- Post festival photos and video will be provided to you for promotion

2 AVAILABLE

## Presenting Sponsor

**\$20,000**

- Naming Rights: UCity Lights Presenting by "Your Name"
- 10 x 20 space at the festival
- Logo placed along the bottom top of on all print advertising materials
- A VIP table for 10 to the festival
- A promotional video will be produced highlighting your support of the festival and will be placed on the festival's website and social media accounts
- A minimum of 8 social media mentions recognizing your support
- Post festival photos and video will be provided to you for promotion

## Santa's Helper Sponsor

**\$10,000**

- 10 x 10 space at the festival
- Your brand displayed across the main stage
- Logo placed along the bottom on all print advertising materials and day of event signage
- A VIP table for 10 to the festival
- A minimum of 6 social media mentions recognizing your support
- A promotional video highlighting your support will be provided to you and placed on the festival's digital platforms.

## Winter Wonderland Sponsor

**\$5,000**

- 10 x 10 space at the festival
- Your brand displayed across VIP area
- Logo placed along the bottom on all print advertising materials
- A VIP table for 4 to the festival
- A minimum of 6 social media mentions recognizing your support
- A promotional video highlighting your support will be provided to you and placed on the festival's digital platforms.



# Your Impact Matters

At UCity Lights, your sponsorship makes a tangible difference in our community. Your contribution helps create unforgettable moments of joy and togetherness, fostering a sense of unity and community spirit during the holiday season. Additionally, your sponsorship enables us to offer engaging entertainment, interactive activities, and charitable initiatives that benefit those in need, making a positive impact that extends far beyond the event itself. Your support truly matters, and we're grateful for the opportunity to partner with you in spreading warmth and happiness throughout University City, Charlotte.

# universityCity

PARTNERS



Community Impact Powered by You



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