

SPONSORSHIP OPPORTUNITIES TO BENEFIT THE SPCA OF ANNE ARUNDEL COUNTY

LightsOnTheBayMD.org



Every Night! Nov. 23 - Jan. 1

LIGHTS ON THE BAY @ SANDY POINT STATE PARK



ABOUT LightsOnTheBayMD.org

Welcome to Lights on the Bay's 31st annual holiday light show, open to the public from November 23, 2025, through January 1, 2026. Held at Sandy Point State Park, this event has something for everyone in the family! Cruise through two miles of exciting animated and static light displays. There is everything from holiday influenced themes to Annapolis-inspired displays. Keep your eyes open for the featured display of USNA Mids tossing their covers into the air!! Looking for a fun challenge to keep things festive? Take part in nightly scavenger hunts and trivia with prizes for the children! Lights on the Bay is sure to please and amaze all visitors. And don't forget that Santa makes an appearance every year on Thanksgiving Day!

Lights on the Bay is open each night, including holidays, from 5 PM to 9 PM, Sunday - Thursday and 5 PM to 10 PM Friday & Saturday. Because you can view all of the displays from the safety of your car, it's a fun and safe outing for the entire family. Check out local publications and retailers for discount coupons. Sandy Point State Park is located off Route 50 at exit 32, right near the Bay Bridge.

TO BENEFIT THE SPCA OF ANNE ARUNDEL COUNTY



Lights on the Bay is produced by, and solely for the benefit of, the SPCA of Anne Arundel County — the largest and oldest animal welfare organization in the county.

We provide shelter and care for homeless animals in need, and work to advocate on behalf of animals in our community. At the Anne Arundel County SPCA, we embrace animals in need and provide them with the care they deserve, regardless of age, breed or physical condition, and then work tirelessly to match them with forever families. We place no time limit on how long an animal is cared for while awaiting adoption.

As a result of our efforts — and because of your support — we proudly maintain one of the highest life-saving rates in the country! Without your help and support of events like Lights on the Bay, none of this would be possible.

Visit us online at www.aacspca.org to learn more about our mission and programs.



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We proudly offer five levels of sponsorship, each designed to highlight your organization while supporting a meaningful community cause. Whether you're seeking exclusivity at the top tier or broad visibility across the event, there's a partnership opportunity that's just right for you.

Sponsorship Opportunities

2025

	CUSTOM HOLIDAY GREETING SPONSOR \$25,000	COMMUNITY HOLIDAY GREETING SPONSOR \$10,000	SEASON OF GIVING SPONSOR \$5,000	HOLIDAY CHEER SPONSOR \$2,500	FRIENDS OF THE LIGHTS SPONSOR \$1,000
Lead/Title Sponsor Recognition					
Logo in the Seasonal AACSPCA newsletter					
Customized 3-D Glasses with Your Logo					
Ongoing Community Spotlight	Special 'Christmas in July' spotlight post featuring your support.				
Exclusive Sponsor Night Experience					
Recognition in Press & PR Materials					
Custom Holiday Light Display/Greeting to be seen by THOUSANDS	Brand-new custom illuminated display — your signature holiday greeting to the community.	Your existing holiday display re-lit and shared again with the community.	Festive lighted banner featuring your name and logo to spread holiday cheer		
Recognition in Event Program	FULL PAGE AD	HALF PAGE AD	QUARTER PAGE AD		
Lights & Leashes Night Presence	Table presence at both Lights & Leashes nights with ability to distribute items.	Table presence at one Lights & Leashes night with ability to distribute items.	Sponsor-provided items distributed at the SPCA table.		
Kennel & Shelter Sponsorship Recognition	Custom large kennel plaque with name & logo displayed year-round	Medium kennel plaque with name & logo displayed year-round.	Small kennel plaque with sponsor name displayed year-round.	Custom petite kennel/cage tag with sponsor name year-round.	
Spotlight Social Media Features	Festive holiday greeting reel — supplied by you, shared on our socials.	Holiday carousel post — supplied by you, shared on our socials.	Holiday greeting graphic — supplied by you, shared on our socials.	Dedicated holiday story shout-out with message & logo.	
VIP Holiday Tickets with 3-D Glasses	100	50	25	15	10
VIP Drive-Through Night	40	20	10	6	4
Lights on the Bay Partner Perks Program					
Paws at the Mall Holiday Shopping Perk	Deluxe pet-lover gift basket from Paws at the Mall, packed with seasonal goodies.	\$50 Paws at the Mall gift card to shop for holiday favorites.	\$25 Paws at the Mall gift card for pet or holiday gifts.	Festive Paws at the Mall T-shirt plus pet toy or accessory.	Choose-your-own 'Puppy Love' T-shirt from Paws at the Mall.
Social Media & FB Event Recognition	Multiple dedicated posts on Facebook & Instagram.	One dedicated post on Facebook & Instagram, plus featured in the event.	Grouped thank-you post on socials, plus featured in the event.	Shared recognition on socials, plus featured in the event.	Shared Recognition on socials and in event
Logo on Event Website with Link					



2025 Sponsorship Form



REGISTER NOW

STEP ONE



SPONSORSHIP LEVEL	<input type="checkbox"/> CUSTOM HOLIDAY GREETING SPONSOR	\$25,000	<input type="checkbox"/> HOLIDAY CHEER SPONSOR	
	<input type="checkbox"/> COMMUNITY HOLIDAY GREETING SPONSOR	\$10,000	<input type="checkbox"/> FRIENDS OF THE LIGHTS SPONSOR	\$1,000
	<input type="checkbox"/> SEASON OF GIVING SPONSOR	\$5,000	CASH DONATION	\$ _____



STEP TWO

PAYMENT INFORMATION	<input type="checkbox"/> Check made payable to SPCA of Anne Arundel County is enclosed.
	<input type="checkbox"/> Credit Card

visit our online sign up at <https://b.link/LOTB2025> or scan the QR code



STEP THREE

CONTACT INFORMATION PLEASE PRINT CLEARLY OR ATTACH A BUSINESS CARD	FULL NAME _____		
	TITLE _____		
	ORGANIZATION/COMPANY _____		
	MAILING ADDRESS _____		
	CITY _____	STATE _____	ZIP _____
	E-MAIL _____	TELEPHONE _____	

Return the completed sponsorship form to lightsonthebay@aacspca.org or via the QR code
BECAUSE OF YOU, THIS YEAR'S EVENT WILL REALLY SHINE!



Please fill out and return your sponsorship form and payment using the enclosed envelope. If you have any questions, please contact us at lightsonthebay@aacspca.org or at 410-268-4388 ext 120.

Because we'll include your logo in our materials, please send an EPS (vector) version electronically to marketing@aacspca.org. The Society for the Prevention of Cruelty to Animals is a 501(c)(3) nonprofit organization. Your contribution is tax deductible to the fullest extent allowed by law. Please consult with a tax adviser or financial consultant as to the amount that may be deductible for you. If you would like a copy of our current financial statement, please contact us.



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