



## **Bright Lights**

### **What is Bright Lights?**

*The City of Victorville has long enjoyed a mutually beneficial relationship with our business community. You chose to do business in Victorville because you believed we were the best choice. We still believe that.*

*While a city's success is rated using a variety of measures, there is one measure that is often overlooked: the people who make up a city. While government and business create a framework for a community, it is the people who give a community its true character. We believe it's time to showcase the amazing people who truly make a difference in our community, and that's why we've created **Bright Lights**.*

*Each month a community based committee will review all submitted nominees and make recommendations, and the Victorville City Council will honor one Bright Light Citizen of the Month.*

*How do you fit in? By joining as a partner your business will help spread the word about the good things our people are doing to make our community great. In difficult economic times, we need to remember the good people and the good things happening in our community. We all need some bright lights in our lives. We hope you agree.*

#### **How Can I Participate in Bright Lights?**

It's easy. There are a number of opportunities you can choose from including sponsorship opportunities on the back of this flier.

##### **Bright Light Gift Basket Sponsor**

- ◆ Provide a one-time monthly gift from your business to be given to the Bright Light of the Month.
- ◆ Sign-up as a monthly gift basket sponsor.

##### **Bright Light Volunteer**

Sign-up as a City of Victorville Volunteer: Your talents can be used in a number of our programs. Contact the City's Human Resources Department for an application.

- ◆ Animal Care and Control
- ◆ Graffiti Removal
- ◆ Parks and Recreation
- ◆ Library Programs
- ◆ Military Banner Program
- ◆ Bright Lights Program



# ***Bright Light Sponsorship Opportunities***

## **Bright Light Event Sponsor**

- ◆ Select an event for your business sponsor from among a variety of educational and recreational programs. Sponsorship levels range from \$100 to \$500.

## **Bright Light Friend...\$1,000**

- ◆ Event Sponsor of Your Choice
- ◆ Sponsor Listing in the Bi-Annual City Newsletter
- ◆ Home Page Advertising on City Website, Level IV
- ◆ 1-Star Sponsor of the Victorville Military Banner Program

## **Bright Light Patron...\$5,000**

- ◆ Sponsor Listing in the State of the City Video, Level III
- ◆ Sponsor Listing in the Bi-Annual City Newsletter, Level II
- ◆ Home Page Advertising on City Website, Level III
- ◆ Fourth of July Support Sponsor (listed in all print, electronic advertising)
- ◆ Spice of Life Patron Sponsor
- ◆ 1-Star Sponsor of the Victorville Military Banner Program

## **Bright Light Advocate... \$10,000**

- ◆ Sponsor Listing in the State of the City Video, Level II
- ◆ Sponsor Listing in the Bi-Annual City Newsletter, Level II
- ◆ Feature Article in one Bi-Annual City Newsletter
- ◆ Home Page Advertising on City Website, Level II
- ◆ Fourth of July Support Sponsor (listed in all print, electronic advertising)
- ◆ Public Works Day Support Sponsor
- ◆ Advertising in monthly Opportunity E-Newsletter
- ◆ Sponsor Listing in "Bright Light" quarterly ads
- ◆ Spice of Life Bronze Sponsor
- ◆ 2-Star Sponsorship of the Victorville Military Banner Program

## **Bright Light Champion—Burrtec Waste Industries**

- ◆ Title Sponsor of the State of the City Video
- ◆ Feature footage in the State of the City Video
- ◆ Title Sponsor of the Bi-Annual City Newsletter
- ◆ Feature Article in Bi-Annual City Newsletter
- ◆ Home Page Advertising on City Website, Level I
- ◆ Title Sponsor of Public Works Day
- ◆ Title Sponsor in "Bright Light" quarterly ads
- ◆ Title Sponsor of monthly Opportunity E-Newsletter
- ◆ Fourth of July event Title sponsor (listed in all print, electronic advertising)
- ◆ 3-Star Sponsorship of the Victorville Military Banner Program
- ◆ Sponsor Listing in "Bright Light" quarterly ads
- ◆ Spice of Life Bronze Sponsor
- ◆ 2-Star Sponsorship of the Victorville Military Banner Program

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