

2008 "Tour of Lights"

by SmartAlec Tours

SmartAlec presents the 2nd Annual Tour of Lights Dec 11-28, 2008!

We are proud to bring this successful event back to Rapid City neighborhoods, community, families and business. Our Tour of Lights Bus will depart from Downtown Rapid City nightly at 5:30, 6:45, and 8:00. Also, everyone will have the option to rent their own personal SmartAlec Tour of Lights guide for 2 hours using their own vehicle. Special group reservations for the bus trip are available Monday-Thursday.

Please consider sponsoring the "Tour of Lights & Contest" through the below levels. We want to use our product to help promote your business by finding a way to partner with you that will bring a little more business through your door PLUS a lot more Holiday Cheer!

Please checkmark the boxes below that you are interested in

Sponsorship – We will be giving away cash prizes for our Christmas Lights Contest including "Peoples Choice Award" (\$250), Best Traditional, Best Overall Lawn, Best Creative Design, Best Theme

Angel Sponsor: \$250 - Audio Commentary on tour - Full page on tour program - 1 year listing on Christmas Map with hot links - 1 year listing Website sidebar graphic & hotlink - 1 dedicated webpage on our site to for your story and holiday promotion - 1 listing with photo on general sponsors webpage

Tinsel Sponsor: \$125 - Audio Commentary on tour - 1/2 page ad on tour program - 1 year listing on Christmas Map with hot links - 1 year graphic listing on website sidebar with hotlink - 1 listing with photo on general sponsors webpage

Twinkle Sponsor: \$75 - 1/4 page ad on tour program - 1 year listing on Christmas Map with hotlink - 1 listing with photo on general sponsors webpage

Ornament Sponsor: \$50 - 1/8 page ad on tour program - 1 year listing on Christmas Map with hotlink - basic listing on general sponsor webpage

Packages Partners – We would like to build "Evening Out" packages that combine our Christmas Lights Tour with your event product. Example: 'Dinner + Tour', 'Movie + Tour Package'. We hope to make this the most popular touring option for customers by creating an 'Experience' that will become an annual tradition.

Promotion – Help us advertise! Add the "Tour of Lights" event or your special events package into your holiday radio, tv and web adverting. Hang up posters and distribute fliers to friends, family, church and other businesses. Spreading the word will only help draw more folks to your business.

Please contact us so we can discuss how you can be a part of this exciting Holiday Event. You can e-mail me at kenjones@acrossroads.com or call **348-4456**.

If you already know how you would like to participate please give details below & fax it to 394-0197 or snail mail it to SmartAlec Tours, 4038 West Main St, Rapid City, SD 57702. We will follow up with you.