

# Celebration *of* Lights

## 2021 Sponsor and Community Partner Report

Celebration of Lights brought together friends and family to celebrate the start of the holiday season. While the event looked a bit different this year to ensure health guidelines were followed, the community was excited to participate in an outdoor experience and enjoy the activities that were offered!

# Presenting Sponsor



Park Power Ltd. was proud to support the community as the Presenting Sponsor for Celebration of Lights.

The Celebration of Lights provided residents with an opportunity to socialize and express their holiday spirit. Smiling faces could be found everywhere throughout the event; children were happily riding ponies and having their caricature drawn, while parents sipped on hot chocolate and enjoyed the festive melodies sung by carolers.

The digital tree lit up at 5 p.m. to kick-off the holiday season, with a coordinated music show available at 103.3 FM. The holiday lights around Broadmoor Lake Park and along Sherwood Drive were lit up at the same time and will remain lit until early 2022.



# Stats and Event Information

## Event stats:

- 2,500 Attendees** (estimated)
- 500 Craft kits** handed out
- 500 Cookie kits** handed out
- 1,000 Hot chocolates** given
- 6 Entertainers** throughout the festival
- 7 Activities** available at the festival



## Social media stats:

- 5,516 Public website** total views
- 54,228 Facebook event** total reach
- 15,159 Instagram posts** total views
- 3,156 Tweets** total impressions

## Comment sent to the events team:

“ Hello, I just wanted to extend a thank you to everyone who has involved in organizing the Celebration of Lights. It was a great event, and was enjoyed by many. We especially loved the cookie kits and crafts we were able to do once we got home, and the horses and s'mores were a huge hit. We are really lucky to have such great events in our community, and they are very appreciated. ”

## Social media comments:

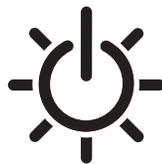
“ It was a fun event!  
Thank you for all the work that went into planning it. ”



# Celebration of Lights

# Thank You

to all of our sponsors and volunteers!



PARKPOWER  
.....  
Your Friendly, Local  
Utilities Provider



STRATHCONA  
COUNTY

