

Proud to partner with you
to illuminate
Roper Mountain Holiday Lights 2010



Rotary Club
of Greenville

ROPER MOUNTAIN SCIENCE CENTER



A BRILLIANT OPPORTUNITY



Greenville's Biggest And Brightest
Holiday Light Show



2010

THANKSGIVING THROUGH DECEMBER 30

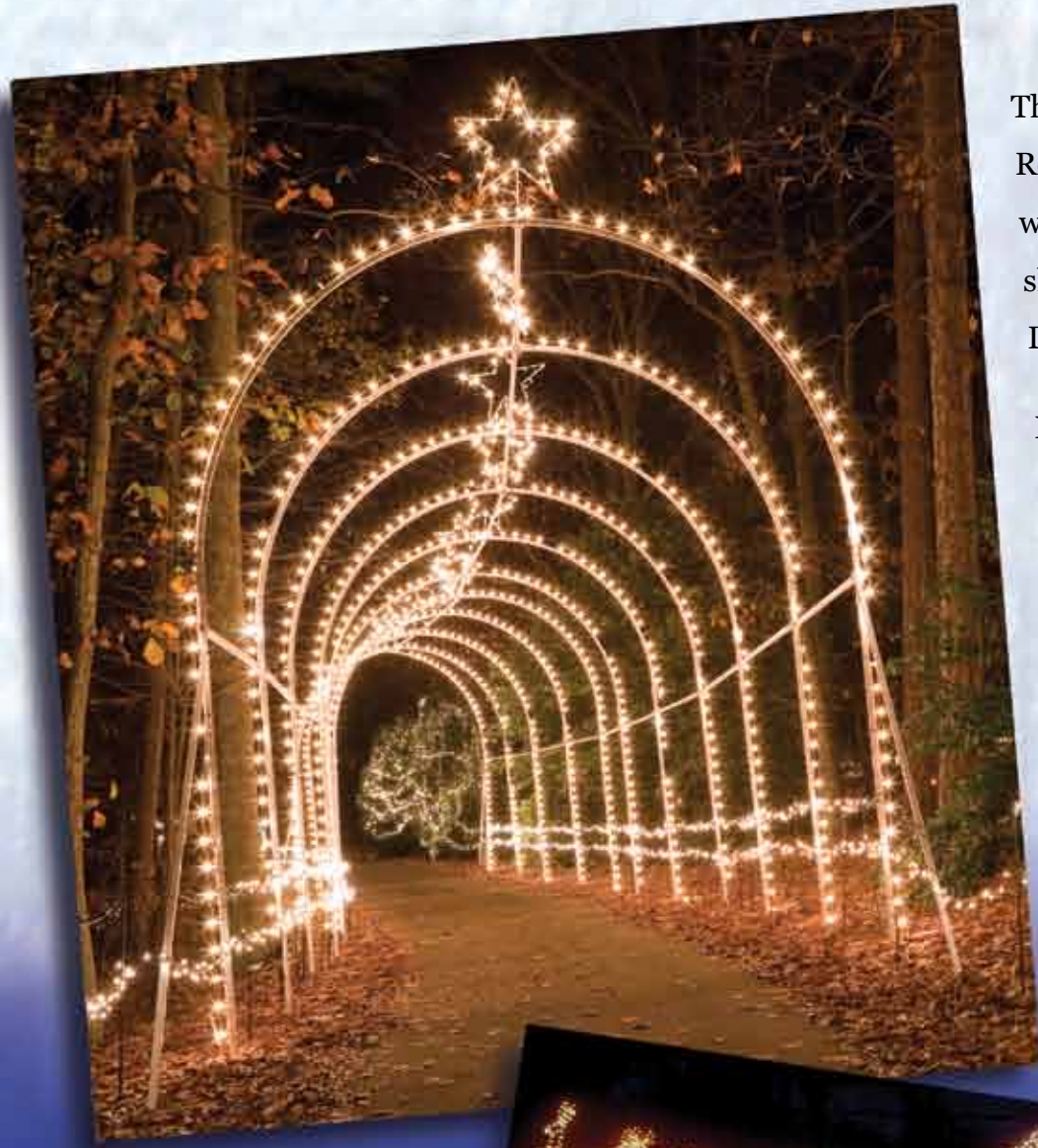
Roper Mountain Science Center
Greenville, SC



www.ropermountainholidaylights.com

Shine Your Light

AN UPSTATE HOLIDAY TRADITION



The 19th annual Roper Mountain Holiday Lights will illuminate the Greenville night sky between Thanksgiving and December 30.

Long after the lights come down, the charitable contribution to the Upstate community continues to illuminate lives of area children.

More than 80,000 people in 18,589 cars, vans and busses visited the twinkling lights display last year, which also featured an interactive winter wonderland with Santa Clause and his sleigh, lighted walking trails, balloon artists, giant holiday greeting cards painted by local school children, concessions and more.

The Rotary Club of Greenville and the Roper Mountain Science Center Association invite you to join us by making the lights shine brighter with your participation in the Roper Mountain Holiday Lights. Through the generosity of our sponsors, the event raised \$120,000 in 2009 for Upstate children's charities and educational programs.

Sponsors have a unique opportunity to support Greenville's premier holiday tradition, creating goodwill among thousands of potential customers. Sponsorships ranging from \$100 and light display sponsorships ranging from \$750-\$5,000 are tax deductible and available on a first-come, first-served basis.

But first, here's some more information on why you should consider supporting the Roper Mountain Holiday Lights.



Share The Light

JOIN THE ROTARY CLUB AND THE ROPER MOUNTAIN SCIENCE CENTER ASSOCIATION

The success of the Roper Mountain Holiday Lights comes from an integrated partnership between the Upstate community, sponsoring organizations, the Rotary Club of Greenville and the Roper Mountain Science Center Association.

It takes about 600 volunteers and 4,000 hours to plan and execute the month-long event. Rotary and RMSCA boardvolunteers are responsible for coordinating and setting up the displays; Roper Mountain Science Center grounds crew assist with wiring and setup. Profits for the event are evenly divided between the Rotary Club, which designates local charities to receive contributions, and Roper Mountain Science Center Association, which is used to make improvements to the Science Center.

About The Rotary Club of Greenville

greenvillerotary.org

Roper Mountain Holiday Lights is the Rotary Club of Greenville's largest community service project. The club has more than 340 members representing professionals from Greenville's business, not-for-profit, and corporate sectors. Founded in 1916, Rotary Charities of Greenville's the state's oldest club and has been instrumental in advancing the city.

Over the years, the Rotary Club of Greenville helped build the first YMCA, raised funds for local hospital construction and assist needy families through scholarships and donations. The biggest recent project is the construction and operation of the Rotary Literacy Center at the YMCA.

About Roper Mountain Science Center Association

ropermountain.org

The fund-raising arm of the Science Center, the Roper Mountain Science Center Association financially supports the Science Center, which is part of the Greenville County School System.

The Roper Mountain Science Center blends astronomy and star-gazing with nature walks and trails as well as other interactive science exhibits.





SOME OF THE BENEFICIARIES FROM *2009*

Educational Beneficiaries

Rotary Charities Scholarships
(awarded to 28 Greenville students)

Read to Me

Greenville County Career / Technology / Science Fair

Rotary Foreign Exchange Student Program

Salute to Education

Youth Court

Teacher of the Year

Friends of the Greenville County Library

A Child's Haven

Circle of Friends

Lapsits for Literacy

Project Hope



Lighting the Path

Reaching Upstate Children

THE EXCITEMENT OF THE HOLIDAYS REFLECTED IN A CHILD'S FACE . . .
THAT COMES TO LIFE DURING THE ROPER MOUNTAIN HOLIDAY LIGHTS
and lasts throughout the following year with tangible contributions to the community.

WITHOUT OUR SPONSORS IT WOULD BE IMPOSSIBLE

to illuminate Roper Mountain with its dazzling holiday lights display.

Sponsors allow the Rotary Club of Greenville and the Roper Mountain Science Center Association to keep the cost of visitors affordable and make a lasting donation to Upstate children and educational programming.



All lighted display sponsors will receive:

A lighted sign with your company's name adjacent to a display.

Recognition in the Holiday Lights Booklet as a display sponsor. Over 25,000 copies will be printed.

Recognition in print media "thank you" advertisement in The Greenville News following the end of the event.

Recognition as a sponsor on the Sponsor page of the Roper Mountain Holiday Lights website:

www.ropermountainholidaylights.com

Sponsors of displays at the \$3,000 level or higher can add their logo in black to their lighted sign.



Lighted Display Sponsorship Opportunities

Presenting Sponsor \$20,000

Platinum Sponsor
\$5,000

SANTA'S WORKSHOP
CANDY CANE LANE (48 candy canes)
HOLIDAY GREETING CARDS

Gold Sponsor
\$3,000

SNOWMAN - *Animated*
SEASON'S GREETINGS
SANTA'S SLEIGH
TUNNEL OF LIGHTS
CANDY CANE FACTORY - *Animated*
SKI JUMPING SANTA - *Animated*
SNOWBALL FIGHT - *Animated*
PENGUIN WINTERFEST - *Partially Animated*
HOLIDAY LIGHTS

Silver Sponsor
\$1,500

ROCKING HORSE
TOY FACTORY - *Animated*
GINGERBREAD HOUSE (1 house, 2 gingerbread children) - *Animated*
ANGEL
TRAMPOLINE GINGERBREAD MEN - *Animated*
MERRY CHRISTMAS - *Animated*
MARCHING ELVES
SNOW GLOBE - *Animated*
ARCHES WITH SNOWFLAKES (8 arches / 6 flakes per arch)
SANTA'S WORKSHOP
BIG BEAR
BELLY WHOMPING FROSTY - *Animated*
TRAIN - *Animated*
HORSE AND SLEIGH - *Animated*
MARCHING SOLDIERS - *Animated*
SALUTING SOLDIERS - *Animated*

Bronze Sponsor
\$750

SKATING BEARS (4)
CROSSED CANES
JACK-IN-THE-BOX - *Animated*
SWANS (1 large, 2 small)
DEER (2)
IGLOO BEARS AND (8) CHRISTMAS TREES - *Animated*
CLIMBING BEARS (3 pieces) - *Animated*
SPINNING TOP - *Animated*
WAVING ELVES (2) - *Animated*
ELVES PAINTING CANDY CANES
POINSETTIAS (8)
BUTTERFLIES (5) - *Animated*
BEAR BAND
BALANCING BEARS - *Animated*
21' TREE - *Three Dimensional*



Friend Sponsor
\$100-\$749

If you or your organization is interested in donating funds to Roper Mountain Holiday Lights at a level between \$100 - \$749, you will be recognized as a Friend Sponsor in the Holiday Lights Booklet and in our print media "thank you" advertisement following the end of the event.

Donations and sponsorship transactions can be made on our website:

www.ropermountainholidaylights.c

Light Volunteers

Volunteers from participating organizations are invited to join the Rotary Club of Greenville and the Roper Mountain Science Center Association to assist with the event logistics and coordination.

A Light History

About the Roper Mountain Holiday Lights

The Roper Mountain Holiday Lights traces its bright past to 1992 when the Buck Mickel star was placed atop Roper Mountain. Since then, the event has grown into the Upstate's premier holiday lights display and includes more than 110 displays including Candy Cane Lane, Frosty and the Tunnel of Lights.



Fun Facts

About Roper Mountain Holiday Lights

600

Average number of volunteers for RMHL

18,589

Number of cars / buses / vans that traveled through in 2009

12.9%

2009 increase in nightly traffic vs. 2008

80,000

Approximate number of visitors attending Roper Mountain Holiday Lights last year

4,000

Kids who sat on Santa's lap in Winter Wonderland

12

Average height in feet of a lights display

10

Number of miles the lights would extend if not curled in candy cane or snowman formation

4,000

Hours donated by volunteers

\$7,600

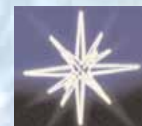
Light bill for RMHL

110

Number of lights displays

1,000,000

Estimated number of lights you will see at Roper Mountain Holiday Lights



ROPER MOUNTAIN HOLIDAY LIGHTS

2010

SPONSOR AGREEMENT FORM

We sincerely appreciate your sponsorship.

Please make checks payable to Roper Mountain Holiday Lights

*Sponsorship must be in place in time
to be included in all advertising.*

Missed advertising cannot be made up.

*Any sponsors that join past some
advertising dates will benefit from
remaining advertising in the event.*

*Additional advertising will not be
added for late sponsorship.*

SPONSORSHIP AMOUNT: _____

CHECK ENCLOSED: _____

DESIRED DISPLAY: _____

COMPANY NAME _____

CONTACT NAME / TITLE _____

MAILING ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____

EMAIL ADDRESS* _____

**Mail your check and
this completed form to:**

Roper Mountain Science Center
Attention: Diane Alexander
402 Roper Mountain Road
Greenville, SC 29615

SIGNATURE _____

DATE _____

* Email intended for the sole purpose of correspondence between Roper Mountain Holiday Lights and the signed sponsor. Address information will not be sold for third party use.