



**2023**

# SPONSORSHIP PROPOSAL

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Pittsburgh's premier winter lighting  
festival in the heart of Oakland's  
Innovation District.





## 2022 INAUGURAL GLOWLAND LAUNCH

Oakland was transformed into a dynamic and fun place bringing joy to the over **30,000 people** who experienced Oakland in a new light. Visitors of all ages ventured out to play on the large-scale Impulse seesaws and to enjoy the unique outdoor events offered throughout the month including Get Your Glow On kick-of party, the Small Business Saturday celebration and our family friendly Winter Playday closing event.

**“GLOWLAND CELEBRATES THE INNOVATION, ENERGY, AND THE PEOPLE THAT STUDY, WORK, AND LIVE IN AND AROUND OAKLAND. WE SUPPORT PITTSBURGH’S PREMIERE WINTER FESTIVAL - A FUN, FAMILY EVENT FOR ALL IN OUR REGION.”**

*JOHN P. KROLICKI, VICE PRESIDENT-FACILITIES AND SUPPORT SERVICES,UPMC PRESBYTERIAN SHADYSIDE AND UPMC CHILDREN'S HOSPITAL OF PITTSBURGH AND,CHIEF ADMINISTRATIVE SUSTAINABILITY OFFICER, UPMC*

**“WHAT FUN MY HUSBAND AND I HAD ON THE SEESAWS, AFTER SO MANY YEARS! WE LAUGHED LIKE KIDS. LOVED WATCHING THE YOUNG FAMILIES PLAY - LOTS OF OUTDOOR ARTS AND CRAFTS. GREAT WAY TO SPEND A COLD WINTER DAY. GLOWLAND! 2023, CAN'T COME SOON ENOUGH. MARK YOUR CALENDARS.”**

*LAURIE MOSER*



“THE WINTER FESTIVAL BROUGHT  
NEW CUSTOMERS TO THE BUSINESS  
DISTRICT. THE LIGHTS IN THE WINDOWS  
AND INTERACTIVE ART MADE OAKLAND  
FESTIVE AND EXCITING.”

TING YEN, BUSINESS OWNER ATARASHI AND FUKU TEA

# THANK YOU

To all of our sponsors, partners, and  
collaborators who made the 2022  
inaugural GLOWLAND a success.

- **1 MILLION+ PEOPLE** visited Oakland in 2022 exceeding pre-pandemic audience levels.
- **30,000+ ENTHUSIASTIC PATRONS** visited Impulse (see saws) art installation by the internationally known art group Lucion Media in Schenley Plaza.
- GLOWLAND festival **DOUBLED** attendance to Schenley Plaza for Thanksgiving weekend as compared to 2021.
- The Carnegie Museums **BROKE AUDIENCE RECORDS** between Christmas weekend and New Years Day.
- **OVER 21** local businesses, universities, and organizations helped support GLOWLAND in the heart of Oakland's business and cultural district.
- At each gateway of Oakland, including in the central business district, **A VARIETY OF ART INSTALLATIONS** lit the streets and sidewalks of our neighborhoods.



OAKLAND  
BUSINESS  
IMPROVEMENT  
DISTRICT





**"WE AT THE UNIVERSITY OF PITTSBURGH FOUND THE INTERACTIVE ART A SPECIAL RETREAT DURING THE WINTER MONTHS IN OAKLAND. FACULTY, STAFF, AND STUDENTS ENJOYED ALL THE FUN ACTIVITIES PRESENTED AT GLOWLAND."**

**MATTHEW STERNE, VICE CHANCELLOR FOR BUSINESS SERVICES  
UNIVERSITY OF PITTSBURGH**

## 2023 GLOWLAND WINTER FESTIVAL

# JOIN US

Due to the enormous success of the inaugural event, GLOWLAND 2023 will kick off November 20th and run through January 2, 2024. The 2023 winter extravaganza will include additional light art installations, live music, parades and happenings in and around Oakland's Business District, while providing interactive family fun entertainment for all.

GLOWLAND's signature installation will be presented by the internationally recognized artist team, Lucion Media. They will install **EXPosure**, a participative installation, composed of 3 self-inflated vinyl spheres, ranging from 8' to 15' feet diameter. By moving a light source in front of their faces, visitors generate a creative, artistic, living projection of themselves. Faces become a brush to play with the light and their self-image.





# 2023 WINTER GLOWLAND FESTIVAL

NOVEMBER 20, 2023 – JANUARY 4, 2024



## ACTIVATING OAKLAND

ANTICIPATED CROWDS OF 60,000 PEOPLE

### MOMENTS OF GLOWING SURPRISE

GLOWLAND will enliven the Oakland area through light, art, music, and play. GLOWLAND will, once again, be anchored by an internationally acclaimed installation: EXposure designed by the international artist group Lucion Media. To complement this global project, GLOWLAND will:

- Illuminate and decorate 2 square miles of the Oakland civic and commercial district
- Over 30 one-of-a-kind lighting displays and interactive features will Glow UP buildings, storefronts, walkways and open spaces
- Feature local and national designers

### GLOW -UP PARTIES & SIGNATURE EVENTS

GLOWLAND will feature special winter fun curated events, vendor markets, live music, and activities for the whole family to include:

- Pittsburgh's first Winter 5k GLOW-WALK/RUN
- Get YOUR GLOW ON Kick-off Dance Party
- GLOWGourmet Food Fest
- Sculpt ICEFEST
- LIGHT PARADE
- Winter Weekend Playday
- And more!!



# 2023 GLOWLAND FESTIVAL SPONSOR PACKAGES

BENEFITS	PRESENTING PARTNER	VISIONARY PARTNER	IMPACT PARTNER	COMMUNITY PARTNER	PROMOTING PARTNER
	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000
Recognized as the Presenting Sponsor of the entire community-wide GLOWLAND festival, including public art installations and events	✓				
Exhibit Sponsor of signature art installation EXPosure accompanying special events	✓	✓			
Welcoming remarks during the opening reception	✓	✓			
Special Events Sponsor of a unique occasion during GLOWLAND	✓	✓	✓		
Presence in GLOWLAND media including print, online, social media	✓	✓	✓	✓	
Logo placement and recognition on website	✓	✓	✓	✓	✓
Sponsor sign at all GLOWLAND events	✓	✓	✓	✓	✓
Logo placement on event invitation reaching over 75,000 impressions	✓	✓	✓	✓	✓
Sponsorship thank you from the stage at the opening night event, which will include representatives from local and regional government and community and industry leaders	✓	✓	✓	✓	✓
Exhibit table at GLOWLAND events	✓	✓	✓	✓	✓
Advertisement in GLOWLAND program	Full Page	Full Page	Full Page	1/2 Page	1/4 Page
Recognition in the OBID Annual Report	✓	✓	✓	✓	✓



# OAKLAND: PENNSYLVANIA'S GLOBAL CENTER

We are a dedicated team of business district visionaries and advocates who are leading the exciting rise of Oakland — Pittsburgh's largest university and hospital district. The Oakland Business Improvement District was founded in 1999 to ensure the Central Oakland business district was clean, safe, and vital. Since then, the neighborhood's anchor institutions — University of Pittsburgh, UPMC, and Carnegie Mellon University — have grown and together formed a center of innovation that is recognized throughout the world. Guided by a 30 person Board of Directors, OBID is charged to shape and activate Oakland's public life and we work to ensure Oakland thrives as a world class center of innovation.

OBID is primarily supported by the over 250 member business and property owners in Central Oakland including Carlow University, UPMC, Magee-Womens Hospital of UPMC and the University of Pittsburgh.

## VISION

Set the standard for growth and innovation

## MISSION

Ensure Oakland's place as Pennsylvania's global center

## VALUES STATEMENT

Reframe the experience of commercial, retail, office and residential environments, while dismantling oppression, embracing diversity, promoting diverse business and creating spaces for social, racial and economic justice.



## OUR GOALS:

### PUBLIC SPACE EXPERIENCE *CELEBRATING OAKLAND TOGETHER*

Oakland's public realm will be a dynamic, dense, and interconnected place that features a terrific pedestrian environment.

### BUSINESS VITALITY *INSPIRING OAKLAND'S ENTREPRENEURS*

Oakland will be an innovation hub where research meets industry and new companies are conceived, incubated, scaled in place — and where existing neighborhood-serving businesses can bring prosperity to local operators.

### PARTNERSHIPS *CONVENING OAKLAND'S LEADERS*

Oakland's aspirations are much larger than any one industry, organization, or institution. The next generation of Oakland will be forged by a coordinated collective of major actors working on shared goals.

### IDENTITY *PROMOTING OAKLAND'S INNOVATION ECONOMY*

Oakland will be known as a regional economic engine and one of the premier innovation hubs of North America.



2023

# GLOWLAND FESTIVAL



**GLOWLAND** draws its influence from ground breaking festivals from around the world:

[Blink \(Cincinnati\)\\*](#)

[Art Basel \(Miami\)\\*](#)

[DUMBO Arts Festival \(New York City\)\\*](#)

[Nuit Blanche \(Toronto\)\\*](#)

[Lyon Fetes Des Lumière \(Lyon\)\\*](#)

[Montreal En Lumiere \(Montreal\)\\*](#)

*\*Active hyperlinks*

