

GARDEN OAK HOLIDAY LIGHTS



What is Garden Oak Holiday Lights?

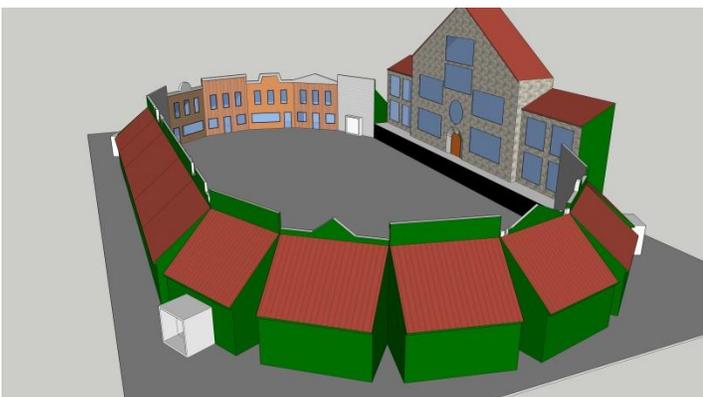
Garden Oak Holiday Lights is actually made up of two different parts. There is the non-profit charity, and then there is the award winning light show itself.

The light show started in 2012 and has been a magical display of lights morphing to holiday music, however, they have never charged a dime. Because a family member was diagnosed with cancer that first year, 100% of any donations made during the Christmas show are donated to Cancer Research. The name of the show, Garden Oak Holiday Lights, is named after the street they live on.



Garden Oak Holiday Lights, Inc., is a 501 (c)(3) charity that was started in 2018 and is a 100% volunteer-based organization. Because of the overwhelming popularity of the Garden Oak Holiday Lights Christmas display, it was decided in 2017 to move the display to a new location. Once funds are raised, the plan is to finish construction on a new venue, purpose built, to host the annual Christmas light display and other annual events. Unlike the current “drive up and watch from your car display” that we currently have, this new venue will allow guests to park, walk into the new venue and enjoy the show.

The function of Garden Oak Holiday Lights, Inc. is to raise donations to build our new venue, a “Christmas Town Square”.



Once built, this organizations purpose will be to pay for related expenses, maintain the structure and enhance the lights and affects used in the Christmas light display so it can continue to delight generation after generation.

When you donate to Garden Oak Holiday lights, Inc., you are donating to help build the new venue. The new venue will be used to host the Christmas light show, and other events. 100% of any donations collected during the Christmas light show will go to Cancer Research.



What is a Christmas Town Square?

The new venue is an 18,000 square foot, open air, oval arena type structure, which will consist of a dozen old time store fronts and Santa's Workshop - all together, this makes up our Christmas Town Square. Each two story store front will have windows depicting a Christmas themed display – very similar to what large department stores do in their Christmas windows in big cities like New York City. The centerpiece of the square is Santa's workshop. The 50 foot tall structure will have large digital windows that will allow guests to peer into the workshop and see what Santa and his helpers are doing! The stores and Santa's workshop are designed so that the public can walk around and enjoy it – similar to a life-size train set tinsel town. None of the stores or workshop will be accessible to the public as these are merely a "Hollywood" type set.



How will we cover operational costs?



Operational costs are considered expenses related to the property lease, insurance, utilities, maintenance of the structure, and any enhancement made to the display itself.



To raise money to cover these expenses, donations and year-round light show events will be held after we finish construction. For instance, a patriotic summer event will take place in July. This square will be lit up in red, white and blue. Families are welcome to bring chairs or blankets, walk around the venue and enjoy the show. These types of events will take place on Saturday nights around dusk and last about one hour. Each car will be charged an entry fee – rather than per person.

For Halloween, we will have trick-o-treating in the square. The square will become spooky as it is lit up for Halloween, and there will be candy for the kids! This event will likely take place on two Saturdays near or on Halloween, and last up to three hours. Once again, the entry fee is per car – not per person.

We also plan to have a "behind-the-scenes" tour. Many people have reached out to say they are interested in learning about how the lighting works, and all the technology behind it! These events will take place on Saturday afternoons, and there will be a per person charge because of the high demand.



Do you have a location yet?

Wise Acres, an organic "pick your own" strawberry farm located in Indian Trail, NC, has graciously offered us part of their property to construct our permanent Town Square. A long term, 20 year lease, has been negotiated with Wise Acres for the use of their property. Their 38 acre farm is very people friendly with a playground open to the public, even if they do not pick strawberries. They have ample parking (150 spaces) on their property that we will use for our events. Wise Acres has an agreement with the public elementary school next door for overflow parking, should we run out of space.



How have you performed previous years?

Since we began in 2012, the amount we have collected in donations, and the numbers of visitors to the current display at the Kimbell's home has continued to climb. See the numbers below:

Year	Cars	People	Donations Received
2012	200	600*	\$589
2013	489	2000*	\$1262
2014	951	3500*	\$2704
2015	1466	4671	\$3773
2016	2037	7059	\$6175
2017	2678	9212	\$7406
2018	1988	6921	\$5967 [#]

* Estimate for these years as numbers were not collected

[#]Drop related to record rainfall during 2018 season

Because of the increasing interest in seeing our light show, we typically have long wait times and are very limited by the spaces we have for cars to view our current display, which is only 12 cars. Any additional cars we have waiting to see our display, wait a little over an hour as they are backed up down our street. So, therefore we want to build a new, permanent venue so everyone can enjoy the Christmas fun. We are expected to have just about 400 people per hour on average our first year during Christmas at the new venue, whereas now we are averaging about 80, which is our max!

With the increased number of persons able to see our display, we also expect the donations to also increase proportionally. Based on the number of visitors we currently have, people who did not stay because of the long wait time, the percentage of increases each year, and the new venue's capacity, we can estimate the numbers of visitors for our first few years

Year	Cars	People
First Year	4500	15,700
Second Year	6600	22,900
Third Year	9300	32,000

Since the beginning of 2012, we have only spread the word by "word of mouth" and our Facebook page – www.facebook.com/GoHolidayLights. We have not actively promoted our display beyond this because we are at capacity. With the new, permanent venue, we will be able to broadly advertise and bring in a much larger audience throughout the year!

If I donate, how will my donation be used?



I am proud to say that 100% of your donation will be used to build and maintain our new, permanent venue. The new venue will be visited by many people who, hopefully, upon hearing the story of the Kimbell family who started it all, and will want to donate to Cancer Research. Since we are a 100% volunteer organization, we do not have any administrative overhead. You can feel confident that your donation will be properly handled and used.



What type of donations are you looking for?

- Monetary – To be used for construction, lighting and related equipment purchased to keep the light show throughout the year running, but also fresh and new!
- In-Kind/Material – If you own a business that could help with materials or services to build, maintain and keep our venue fresh and interesting, we would be very interested in talking with you. For a list of items needed, please visit www.GoHolidayLights.com.
- Labor – We will use volunteer labor to build parts of the new venue. These efforts include applying siding, grading & landscaping, roofing, building store front displays, and some lighting installation tasks. If you are handy and/or a professional that would like to lend his or her time, please let us know!

What is your timeline for the project?



We were hoping to break ground in summer 2019 – but this will need to wait until funds are raised. All donations (in-kind/monetary, etc.) need to be raised before construction can begin. Construction of the foundation and major framing we will be professionally completed to ensure the work is done correctly and in the time period we need. Then, the store fronts' exterior siding and roofing will be applied by volunteers. While this is going on, the lights that will be used in the display will be sourced and assembly will begin. We expect to be finished with this work a year after we break ground. Once this work is completed, we will begin the installation of the lighting and windows displays. We will begin testing in October of that year in order to be ready for the holiday season that year.



What is the budget for your project?

We will need at the very minimum - \$600,000 in a combination of monetary, service and material donations. Of the \$600,000, about \$250,000 needs to be monetary. Of this \$250,000, \$150,000 will be used for the lighting decorations which will be sourced directly from the manufacturers in Asia. The remaining \$100,000 will be used to cover items not donated. Examples of these typical non-donated items include utility connections, permits, insurance, initial operational costs and construction related items to complete the project.

As of the writing of this information (December 2019), we have already raised \$65,000 in material and monetary donations.





What makes your show so unique?

Our show is a Christmas light display synchronized to music but our lights are not typical Christmas “string” lights you buy in the store. Originally designed for large video displays, our lights can be controlled individually, and we can make them one of 16 million colors and can synchronize the lights to the music! For our current display, the programming takes on average, 14 hours per minute of music for a total of over 300 hours for our 2017 display. For our new, permanent display, we will need many more volunteers to help because it will have 25x more lights that need to “dance” to the music. Here is what others have said about us:

Kyle P. wrote: *“Awesome light show for Christmas. Took my family here and we love it. Also good to know they give all their proceeds to charity.”*

Amanda T. wrote: *“This is the magic of Christmas! Thank you for your hard work, dedication and perfectionist spirit. Your craft is beautiful!”*

Ben R. wrote: *“Awesome lightshow. The kids had a blast. After about 3 songs, they figured out that our radio and the lights were working together.”*

Monica E. wrote: *“So awesome! Thank you for keeping the JOY in Christmas!!!”*

Why should our organization set up a Sponsorship with you?



We can understand your question. I’m sure your company or organization receives many requests for donations and sponsorships. You may already give to organizations that fight cancer. We think that is great. If you feel your budget can also support another great organization, we would be honored to be chosen...

The Garden Oak Holiday Lights display is not your typical Christmas display where cars drive by houses, stop for a few seconds, admire it and move on. Our unique, permanent display will use very high-tech technology to make the lights and music work together in a seamless, entertaining way, providing not just lights – but a memorable, magical show that will embody the Christmas spirit and holiday season for young and old. Many of our current guests are cancer survivors, current patients or the families of those who fought cancer and we hear their stories every year.

In 2015, we received a letter in the mail after a visitor brought their family. She lost her mother to cancer earlier that year and didn’t want to face Christmas without her. After visiting our display, the family “felt better and started decorating around the house putting up decorations; something none of us wanted to do before.” Our display has become a place for those families, who have had contact with cancer to stop the car, tune in the radio, watch the show and forget about the rest of the world.....and just enjoy the moment.

And of course, who can forget the look in the children’s eyes when they experience the show! Over the years we have heard from many visitors who tell us it’s become a family tradition. To many of our visitors, our display is as Christmas as Charlie Brown, Rudolph and even Santa himself. Every person in every car that visits our display gets a candy cane and hearty Merry Christmas! It’s the season of giving and our way of giving is this wonderful, mesmerizing light show. The new, permanent display will only make it better.



What we can do for you?

We accept donations in any amount! Everything you give is much appreciated and will be used to make our dream a reality. Everyone who donates something will have their name displayed on our website. If your company donates at least \$1000 in value to Garden Oak Holiday Lights, Inc., we want to Thank You and help you, for helping us. Each level is inclusive to the lower levels. Rewards are only delivered once the new venue opens and is limited to the number of available awards at each level.

Level	Donation Amount	Available Rewards	Your event night	Your Name printed on Safety Vests	Your Name in Lights	Name on our Partners board	Name will appear in our flyer	Personalized Plaque Awarded	Name on our partners web page
7	\$50,000.00	1	✓	✓	✓	✓	✓	✓	✓
6	\$30,000.00	5		✓	✓	✓	✓	✓	✓
5	\$20,000.00	8			✓	✓	✓	✓	✓
4	\$10,000.00	15				✓	✓	✓	✓
3	\$5,000.00	15					✓	✓	✓
2	\$1,000.00	25						✓	✓
1	< \$1000.00								✓

- If your donation is \$1,000 in value or more, and you are one of the first 25 donors, you will receive a personalized plaque with your company name. We will also display your name in our Elf shoe shop display window in the new Town Square.
- If your donation is \$5,000 in value or more, and you are one of the first 15 donors, your name will appear in our flyer. This flyer is handed out to each visiting car during the Christmas season.
- If your donation is \$10,000 in value or more, and you are one of the first 15 donors, we will post your name on our Partner's board located at the entrance to the new Town Square.
- If your donation is \$20,000 in value or more, and you are one of the first 8 donors, we will post your name in lights during the show.
- If your donation is \$30,000 in value or more, and you are one of the first 5 donors, we will have your name printed on the back of the safety vests all volunteers wear.
- If your donation is \$50,000 in value or more, and you are the first donor at this level, we will host a "your company" night. While still open to the public, you can invite your customers and vendors to your night. Have a free t-shirt or free hot chocolate night. Whatever you would like to provide or giveaway, we will help make it your night.

*Garden Oak Holiday Lights reserves the rights to adjust the rewards based on sponsorships offered to us.

How can I contact you?



If you are interested in a face to face meeting, conference call, or just want to ask questions through email, please find our contact information below.

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28079

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