



## Glittering Lights Gift Bag Inserts



**What:** Glittering Lights is Las Vegas' most loved holiday tradition for over 23 years. One of the most anticipated aspect of the experience are the gift bags. Customers look forward to the valuable offerings and the offers have a high rate of redemption and use.

Glittering Lights' gift bags are limited to the first 15,000 cars that enter its gate for the season. It's a great, cost-effective way to advertise and fall directly into the hands of motivated customers with disposable income and a high likelihood of having children and/or grandchildren.

**How:** Participation in the gift bag includes:

- \$2,000 to cover the cost of carefully inserting the offer, coupon or item.
- You're welcome to insert a flat piece up to 8.5 x 11 in size or a promotional item such as chap stick, stress ball, etc.
- Opportunity to be a part of a highly respected and loved holiday tradition.

**When:** 15,000 gift bags inserts need to be delivered by Oct. 27 to 4155 N. Rancho Drive. Suite 140, Las Vegas, NV 89130

**Where:** Glittering Lights at Las Vegas Motor Speedway, the 15,000 gift bags are distributed at the entrance to the drive-thru holiday light experience.

**Who:** Organizations who are interested in messaging and putting material in the hands 15,000 southern Nevada families in November and the beginning of December.

**Contact:** [sales@ivorystar.com](mailto:sales@ivorystar.com)

For options including on-site hosting, product sampling or other on-site activations, please contact [sales@ivorystar.com](mailto:sales@ivorystar.com)

**GlitteringLights.Vegas**