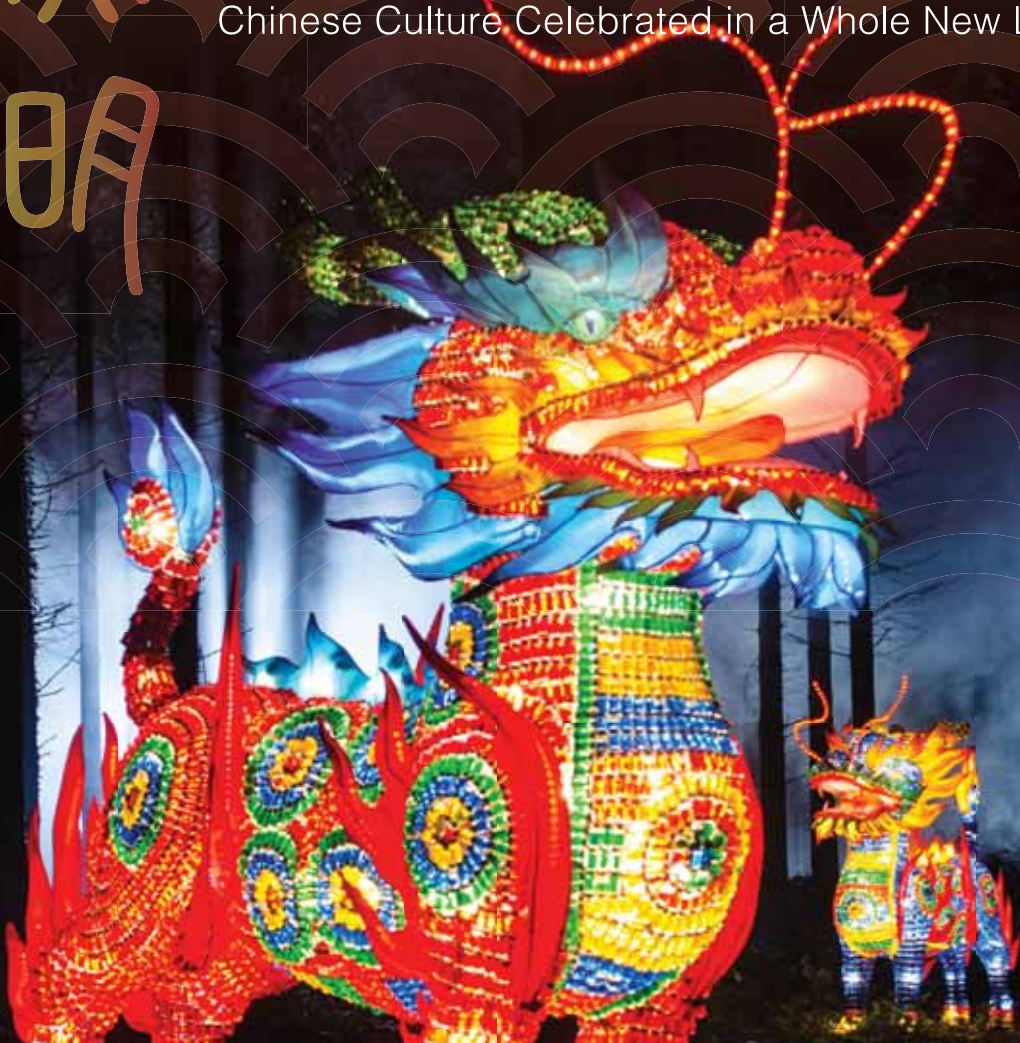


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Lumination

Chinese Culture Celebrated in a Whole New Light





**GILROY GARDENS FAMILY THEME PARK
WILL BE TRANSFORMED INTO A
STUNNING CELEBRATION OF LIGHT!**

July – November 2016
gilroygardens.org/lumination

Gilroy
gardens
FAMILY THEME PARK

LUMINATION FACTS

WHAT

LUMINATION is a spectacular festival of light celebrating 2,000 years of Chinese culture and tradition. For the first time ever on the west coast, guests can enjoy all the awe-inspiring sights and sounds of an authentic Chinese Lantern Festival.

Lumination includes colossal reproductions of historic landmarks like the Great Wall, Temple of Heaven, and Terra Cotta Warriors as well as playful pandas, Chinese unicorns (Qilin), and giant dragons. The cultural festival also includes a bustling artisan marketplace and live performers from China.



Handmade
crafts by
artisans from
China!

A spectacle
2,000 years
in the
making!

A 7,000
mile journey
from central
China!

26+ acres
of magic
and
mystery!

125-foot
long porcelain
dragon!

As visitors stroll through the 26 acres at Gilroy Gardens Family Theme Park at night, they will witness the splendor and mystic beauty of over 30 gigantic displays composed of thousands of individual light sculptures, all handcrafted by master artisans from Zigong, China.



WHEN

- July 16 – November 29, 2016
 - Open nightly July 16 – August 14
 - Open Friday, Saturday and Sunday nights August 19 – November 27
- Hours: 6pm-10pm or 7pm-11pm (depending on day of week)
- Membership & Media Preview Day on Friday, July 15
- *Note: Dates subject to change*

WHERE

Gilroy Gardens Family Theme Park
3050 Hecker Pass Highway Gilroy, CA 95020

TICKETS

Nighttime admission to Lumination will be available separately or in conjunction with daytime admission to Gilroy Gardens Family Theme Park:

- Lumination upgrade from single day park admission: \$15
- Online orders (Lumination only): \$25 each; \$20 for orders of 4 or more
- At the gate (Lumination only): \$30 adults, \$28 seniors, \$25 children
- Elite Membership (includes unlimited daytime visits to Gilroy Gardens and nighttime visits to Lumination):
 - \$103.50 (9 easy payments of \$11.50 each)
 - \$99 each for orders of 4 or more (9 easy payments of \$11.00 each)
- *Note: Ticket pricing subject to change*

SPONSORS

Presenting Sponsor and Individual Light Display Sponsorship opportunities are available.

WEBSITE

gilroygardens.org/lumination

PHONE

408.840.7100

MEDIA CONTACT

Hoa Le
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FESTIVAL HIGHLIGHTS

CHINESE LIGHT SCULPTURES

Lumination, hosted by Gilroy Gardens Family Theme Park, will feature more than 30 dazzling light sculpture displays—some over six stories high! Throughout the park's 26 acres, colossal replicas of famous Chinese landmarks and cultural icons like the Great Wall, Temple of Heaven, and Terra Cotta Warriors will celebrate over 2,000 years of Chinese history, from the first dynasty to the last. Other colorful displays feature larger-than-life animals, flowers, and mysterious mythological creatures.

Each display is composed of hundreds or even thousands of individual pieces, from traditional hand-crafted silk lanterns to porcelain plates and tiny glass bottles filled with colored water. These intricate light sculptures are fascinating by day and absolutely breathtaking at night.



Some of the most unique displays include:

- **Chinese Gate:** Based on one of the gates of the Forbidden City in ancient China, this massive structure includes nine Chinese dragons on top, representing the emperor and his sons.
- **Auspice from Unicorn:** These unusual sculptures are composed of thousands of tiny bottles of colored water and depict the *Qilin*, a mythological creature with the head of a lion, antlers of a deer, eyes of a tiger, tail of an ox, and hooves of a horse.
- **Panda Paradise:** The Monarch Garden greenhouse will be transformed into a bamboo forest filled with lovable, playful pandas.
- **Porcelain Dragon:** In Chinese culture, the dragon is considered a noble, intelligent, and powerful creature. This colossal dragon is longer than a football field and made up of thousands of porcelain plates, bowls, cups and spoons, all tied together by hand.
- **Terra Cotta Warriors:** These life-size figures were inspired by the famous “army” of 8,000 terra cotta warriors that guarded the tomb of the 3rd century B.C. Chinese emperor Qin Shi Huang.
- **Temple of Heaven:** This is a stunning reproduction of the 600-year old Temple of Heaven in Beijing, an architectural masterpiece that was originally used as an imperial sacrificial altar.





CHINESE ARTISAN MARKETPLACE

Enjoy the sights, sounds and flavors of an authentic Chinese marketplace, with artisans from China offering a range of unique, hand-made gifts and souvenirs. Traditional Chinese food will also be available to complete the cultural experience!

LIVE ENTERTAINMENT

At the 750-seat Lakeside Amphitheater, guests will be treated to free live shows featuring talented performers from China.

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FROM LANTERNS TO LUMINATION


Today's modern festival of light began with the ancient art of Chinese lantern making in the Han Dynasty (206 B.C. to 220 A.D.), a time of great innovation and scientific discovery. Originally, lanterns were made of silk or glass over fine wood. As lantern-making evolved into an elaborate art form, the lanterns became not just sources of light, but beautiful and significant features of Chinese festivals and special celebrations.

Today, lanterns are still built using these traditional methods, but may also utilize modern materials and technology—such as colored bulbs, music, and visual effects—to create the exciting, entirely new experiences found in today's colossal light sculpture displays.





The birthplace of the LUMINATION exhibit is in Zigong, in the Sichuan province of China, home to the original Chinese Lantern Festival. More than 100 artisans and technical staff will do preliminary work in China and then ship completed pieces and raw materials overseas to California. Starting in June 2016, a team of 40 Chinese designers, carpenters, welders, and electricians will live and work in Gilroy for about six weeks to construct the exhibits on-site. Additional Chinese artisans and performers will also come to Gilroy for the festival itself, which will run from mid-July through November 2016.



Similar celebrations have been hosted in Toronto, London, Texas, and Florida, but the lanterns and light sculpture displays at Gilroy Gardens Family Theme Park have been specially designed and constructed for this unique venue. The park's gorgeously landscaped gardens, trees, and water features provide the perfect natural backdrop for this splendid celebration of Chinese history and culture.



FESTIVAL FACTS

- 100 nights
- 30 colossal lantern displays
- 650,000 expected visitors

- "Truly spectacular."
- "The displays are amazing; I could have spent all day just looking at these."
- "We have never seen anything like it. Our 4 year old daughter loved them and cried when we had to leave."
- "The illuminations are fantastic to look at during the day but are incredible after dark!"



SPONSORSHIP PACKAGES

LUMINATION, the Celebration of Chinese Culture hosted at Gilroy Gardens, will be a once-in-a-lifetime experience visited by an estimated 650,000 guests from July through November 2016. We invite you to be part of this spectacular celebration of Chinese history and culture!

PRESENTING SPONSOR

- \$250,000 for Full Festival Sponsorship
- Benefits include:
 - Exclusive “Presented by” sponsorship recognition in all Lumination publicity, both in-park and out-of-park (including print, radio, TV, and online advertising)
 - Name and logo on banners at entrance to Lumination
 - Special sponsor exclusive night (entire park reserved for up to 3,000 guests)
 - 500 Lumination admission tickets
 - Five months of marketing exposure to over 650,000 park guests



INDIVIDUAL LIGHT DISPLAY SPONSOR

- \$10,000 Sponsorship Package
- Choose one of dozens of unique light sculpture displays
- Benefits include:
 - Name on sign next to display
 - Name in program and on website
 - 50 Lumination admission tickets
 - Five months of marketing exposure to over 650,000 park guests



Hosted by Gilroy Gardens Family Theme Park

July - November 2016

gilroygardens.org/lumination