

FESTIVAL OF LIGHTS®

Key Facts Berlin

Launch

2005 in Berlin

Dates Berlin

3rd – 12th of September 2021

Visitors

More than 3.1 Million in 2019

Incl. approx. 900.000 Hotel Bookings

Mission Statement

The Festival of Lights® stands for artistical high-quality staging of landmarks, buildings and squares using light and video art.

The reflection onto an entire City

The most important landmarks, buildings and squares will be enlightened with sensational projections, magical 3D-Videoshows and breathtaking light installations. In 2021 we will build on the success of recent years. The 17th Festival of Lights will take place all over Berlin - in all districts and many neighborhoods. With light art we present topics from our partners, send positive messages such as confidence, hope, cohesion, mindfulness and further strengthen the WE feeling. For 10 nights, the capital will once again become the largest open air gallery in the world! The FESTIVAL OF LIGHTS is an international marketing and communication platform - especially for the festival partners.

Artistic Light Art

Illuminations + Projections

Video Art + 3D Video-Mappings

Light Art Installations

Events/Program

- + International Festival of Lights Awards
- + World Championship of Projection Mapping
- + Grand Opening & Premiere Party
- + Music Events / Concerts
- + Open House Night
- + LightSeeing
- + Show Cases on individual evenings



All Year-Round Communication (online, offline, below the line)

Homepage | Social Media | Content Marketing | Online Marketing
Live Communication | OOH & DOOH | Programm Booklet | Magazine |
Photo Book | Calendar | Merchandising | Incentives | International PR

Media Performance (Multi Channel-Model)

Total Coverage 856 Millionen Worldwide in 2020

Online Coverage 279 Millionen Worldwide in 2020

51.706.186 Social Media post reach 2020	1.100.980 Homepage Visits 2020*	3.700.000 Views on flickr**
1.200.000 Festival of Lights Videos on YouTube**	191.840 Social Media Followers**	666 FOL posts/h about FOL on Facebook*

*during the festival month

**the current status from 28.09.2020

Participation Options / Patronage / Sponsoring

Title Sponsoring | Main Sponsoring | Official Partner

Patronage for Building Illuminations

Partnerships (i.e. live, classic, online and viral)

Media Cooperation | Event Partner | Licensee

Extensive partner involvement possible!

We create individual concepts for partners.



www.FESTIVAL-OF-LIGHTS.de | partner@festival-of-lights.de