

FESTIVAL OF LIGHTS®

Key Facts Berlin

Launch

2005 in Berlin

Dates Berlin

11. – 20. September 2020

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-Video shows and breathtaking light installations.

This year's leading theme is:

Unity, Variety, Solidarity.

Thereby, 2020 will be a year with multiple and special anniversaries, which we will also capture in the 16th Festival of Lights: "30 Jahre Deutsche Einheit", "100 Jahre Groß Berlin" as well as the German EU Council Presidency. For 10 nights long, the capital will be again the world's greatest Open-Air Gallery!

The FESTIVAL OF LIGHTS is an international marketing and communication platform - especially for 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)

1,82 Billion Total Coverage Worldwide in 2019

1,75 Billion Online Coverage Worldwide in 2019

2,729,805 Social Media Contacts 2019	1,472,438 Homepage Visits 2019	3,700,000 Views on flickr**
3,590,542 Social Media post reach 2019	738,380 Clicks on the Festival of Lights YouTube Channel**	705,829 Posts with Festival of Lights hashtags**
1,200,000 Festival of Lights Videos on YouTube**	185,919 Social Media Followers**	666 FOL posts/h about FOL on Facebook*

*during the festival month October
**the current status from 02.01.2020

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.



Among the Google search trends for Berlin, the multi-award-winning FESTIVAL OF LIGHTS ranks Germany-wide at the top.