



GLOWLAND

POWERED BY OBID

Where art meets light



GLOWLAND 2024

NOVEMBER 20TH - DECEMBER 14TH

Welcome to GLOWLAND where art meets light in a dazzling fusion of artistry and illumination. Journey through the avenues and walkways of Oakland where every corner is aglow. Experience interactive installations, inviting you into a mesmerizing world of creativity through art, light, movement, and play.

In its third consecutive year GLOWLAND will;

- Showcase the innovation of local and national designers and artists
- Transform the heart of Oakland into a radiant wonderland
- Present exciting signature all-ages events that are free and accessible to everyone
- Partner with local businesses, retailers, and restaurants to display the boundless diversity of the district
- Ignite children's imagination and spark their creativity through free hands-on STEAM focused educational opportunities.



Top: Illuminated GLOWLAND letters, ProjectileObjects
Middle: EXPosure, Lucion Media
Bottom: Vida, Alejandra Abad



Signature Events

Neon Night: A Glow in the Dark Pickleball Showdown

August 10, 2024*

Let the games begin. This fall, get an enticing and participatory sneak peek of GLOWLAND, with Neon Nights: A Glow in the Dark Pickleball Showdown. A popular area of Oakland will be transformed into courts with vibrant colors and lights giving attendees an experience like no other. Pickleball professionals, from some of Pittsburgh's best sports clubs, will be there to lead the matches as guests move to exhilarating beats. Once the games end participants will head to a local Oakland establishment for bevies, bites, and bragging rights.

**dates subject to change*

GLOW BALL

November 22, 2024*

Get ready to ignite the night and kick-off the holiday season at Glow Ball! Immerse yourself in a fiery night of entertainment and experience GLOWLAND through sight, sound, and movement. Enjoy handcrafted libations and savor delectable bites from Oakland's finest food purveyors. Dress to impress in your most dazzling attire and let your inner sparkle shine as you dance the night away in an atmosphere bursting with festivity. This event is 21+.

Celestial Choreography: A Drone Extravaganza

December 7, 2024*

Witness the magnificent display of a custom drone light show, crafted by Sky Elements, synchronized to an electrifying soundtrack that will leave you in awe. Join hundreds of onlookers as the night sky transforms into a canvas of colors and dynamic patterns. But that's not all! Prepare to be entertained by stilt-walkers with their gravity defying feats, sip festive beverages at the Glow Lounge, and enjoy live music performed by local talent. Throughout the day children can participate in free STEAM focused hands-on activities, where interactive art meets science, offered by some of Pittsburgh's favorite vendors and providers.

Below: Drone Show & Music Fest, Sky Elements



Illuminate Your Imagination

December 14, 2024*

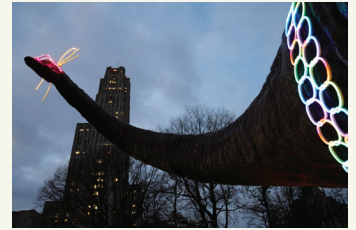
Step into an enchanting world where excitement, ingenuity, and creativity abound. This free event will be filled with engaging and educational children's activities from a music-led Glow Parade around Schenley Plaza, a glow in the dark puppet show, a live ice sculpture show, face painting, balloon art and more! Illuminate Your Imagination isn't only for kids... it's for everyone who wants to experience the magic of GLOWLAND this holiday season.



The Importance of Art*

At the intersection of art and light, GLOWLAND offers a multi-sensory experience through touch, movement, sight, and sound, giving each person, regardless of their ability or age, the space to have fun, learn, and create.

There are many benefits to engaging with art. Whether that is creating art or admiring it. Through your sponsorship you will provide free access to art, which is vital for the health and well-being of our communities, schools, and city, and support GLOWLAND's mission to make art accessible for everyone.



Development of fine motor skills

Creating art helps with dexterity. From painting, to drawing, or sculpting pieces out of clay, art plays a critical role in a child's development and school readiness.

Reduces stress

Viewing art can decrease your stress levels through the connection of your eyes to your brain as part of the central nervous system. It's not just what you see but how you see it- sending signals to your brain which can then tell the rest of your body to feel relaxed.

Inventiveness & self-expression

Unlike more traditional subjects (math, language, etc..) art is a focus that allows for both children and adults to use their abilities to communicate, make decisions, and use their imagination without worrying if there is a right or wrong answer.

Improved academic performance

Studies show that regularly participating in art activities increases the likeliness of academic achievement, and are nearly four times more likely to stay in school.

Improves mental and emotional health & wellbeing

Involvement with the arts can create a sense of community and help combat social isolation, enables individuals to express their emotions, decreases anxiety, and boosts your mood.

Increases focus

Interacting with art on a visual level has been known to put people in a highly focused mental state called a "flow state." This state is often linked to problem-solving, completion of work and tasks, and creativity.

Cultural awareness

Looking at and engaging with art allows us to see different perspectives and gives us the opportunity to understand beauty and diversity through a person's creative story.

**Sources include Arlington Museum of Art, PBS, Paint to Gogh, and Smithsonian Magazine.*

*Top: Dippy the Dinosaur, ProjectileObjects
Bottom: Love Glow, Naomi Chambers*

2023 Highlights

In its second year, GLOWLAND 2023 experienced remarkable growth, boasting a 25% surge in attendance at the location of the anchor installation, Schenley Plaza. There was an array of new signature events, including Glow Ball and the Drone Show & Music Fest, and lighting and art installations that illuminated the vibrant neighborhood of Oakland like never before.



GLOWLAND by the numbers.

3 signature events. 10 featured installations. 6 artists. 10 partner properties.

MEDIA HIGHLIGHTS

Lamar Outdoor Advertising

3,238,652.96 impressions

Pgh City Paper

32,564 digital newsletter opens
11,041 social media impressions

Influencer Partnerships

78,400 collective followers

GLOWLAND OWNED MEDIA

Website

28,000 website visits
23,000 unique visitors

Digital newsletters

Open rates + **51%**

Facebook

Fans + **200%**
Reach + **124%**
Impression +**149%**

Instagram

Reach +**1,000%**
Follows +**307%**
Profile visits +**365%**

SATURDAY NIGHT PEDESTRIAN COUNT IN OAKLAND*

November 25, 2023:
12.95K (+25% from the same weekend in 2022)

December 2, 2023:
27.34K (+31% from the same weekend in 2022)

December 9, 2023:
27.63K (+31%)

December 16, 2023:
18.95K (+42%)

December 23, 2023:
8.18K (+227%)

December 30, 2023:
9.22K (+34%)

SCHENLEY PLAZA | ANCHOR LOCATION

40,000 visits from November 20, 2023 - January 2, 2024

34,700 unique visitors from November 20, 2023 - January 2, 2024

2,700 visitors for Winter Play Day on December 9, 2023

2,900 visitors for the Drone Show & Music Fest on December 16, 2023

*Data compared with the same weekends in 2022.



“Resort” Programmatic Lights, 200’ x 50’ x 100’, Ian Brill



**OAKLAND
BUSINESS
IMPROVEMENT
DISTRICT**

VISION

Set the standard for growth and innovation

MISSION

Ensure Oakland’s place as Pennsylvania’s global center

VALUES STATEMENT

Reframe the experience of commercial, retail, office and residential environments, while dismantling oppression, embracing diversity, promoting diverse business and creating spaces for social, racial and economic justice.

Contact

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GLOWLAND 2024 Sponsor Packages

BENEFITS	Energizer	Illuminator	Igniter	Dazzler	Sparkler	Kindler
	\$50,000	\$35,000	\$20,000	\$10,000	\$5,000	\$2,500
Acknowledged as the GLOWLAND presenting sponsor/s	✓					
Logo projection at the Drone Show	✓					
Logo placement on Lamar Outdoor Advertising digital billboards*	✓					
Welcome remarks during the VIP & Media Reception, the Drone Show, and Illuminate Your Imagination	✓	✓				
Commission an art/light art installation created by a local artists or designer*	✓	✓	✓	✓		
Presence in all GLOWLAND printed & digital collateral (invitations, program, e-blasts, event signage, etc...)	Logo	Logo	Logo	Logo	Logo	Name
Recognition on the GLOWLAND website	Logo	Logo	Logo	Logo	Logo	Name
Social Media mentions on all GLOWLAND social platforms	✓	✓	✓	✓	✓	✓
Brand presence at GLOWLAND events	✓	✓	✓	✓	✓	✓
VIP Reception tickets	12	10	8	6	4	2
Glow Ball tickets	12	10	8	6	4	2

* The size and scope of the installation is dependent on the sponsorship level.