

» IAA MOBILITY 2027



Festival of Lights Munich

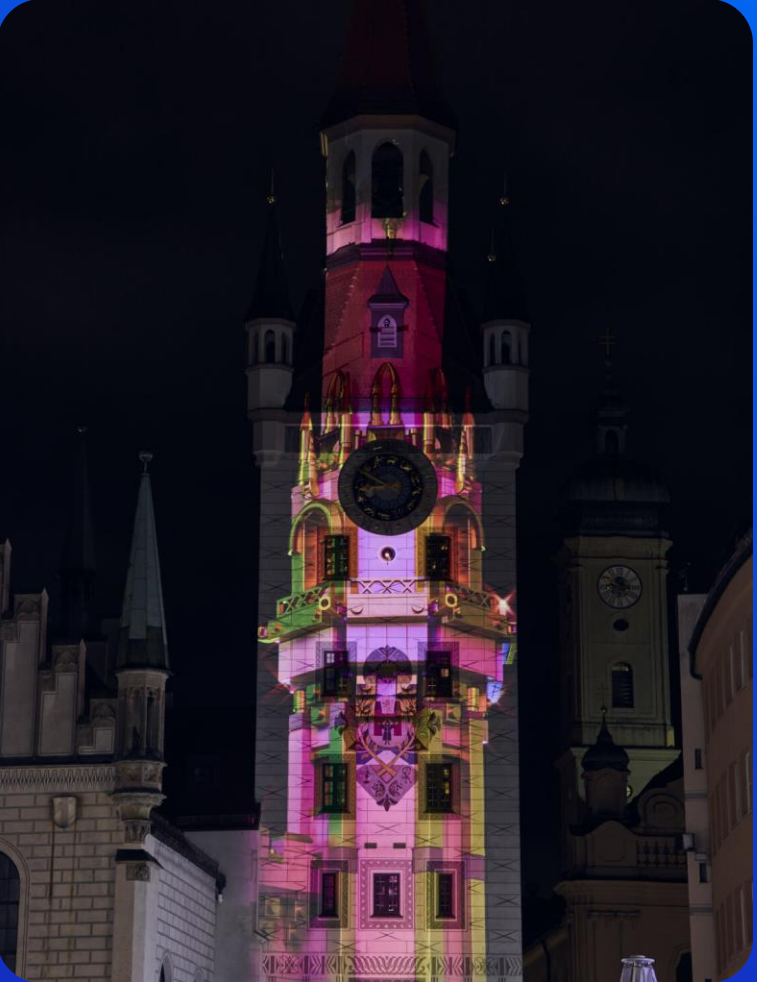
When art and light come alive

MUNICH
SEPTEMBER 7—12, 2027 | PRESS DAY SEPTEMBER 6



Festival of Lights Munich

Overview 2025



Festival of Lights Munich

Conceptual summary



» Festival of Lights Munich as an evening format in the Open Space

Brand activations for partners “Visible, curated, and campaign-ready” Festival of Lights Munich

- › Location: IAA MOBILITY Open Space
- › Period: 5 evenings from September 7–11, 8:00 p.m. to 11:00 p.m.
- › Artistic 3D video mapping projections on prominent buildings in Munich’s city center*

Your integration as a partner

- › Partners receive their own 3D video mapping show within the overall production. Example:
9 min. art show + 1 min. partner show = 10 min. show, played on loop.
- › Content production by the artists of the Festival of Lights — based on briefing and client requirements**

Our detailed partner packages can be found on the following pages.

* Buildings to be announced.

** Custom production based on individual client requirements: additional costs from €25,000 excl. VAT.



PLATINUM sponsor

Become a sponsor



- › 3D video mapping show:
 - › **1 minute**
 - › **Presence on 3 buildings**
- › Logo display for 5 seconds at the end of the show
- › Played on loop, 6x per hour
- › 5 evenings = **270 minutes** of live brand presence
- › 5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München

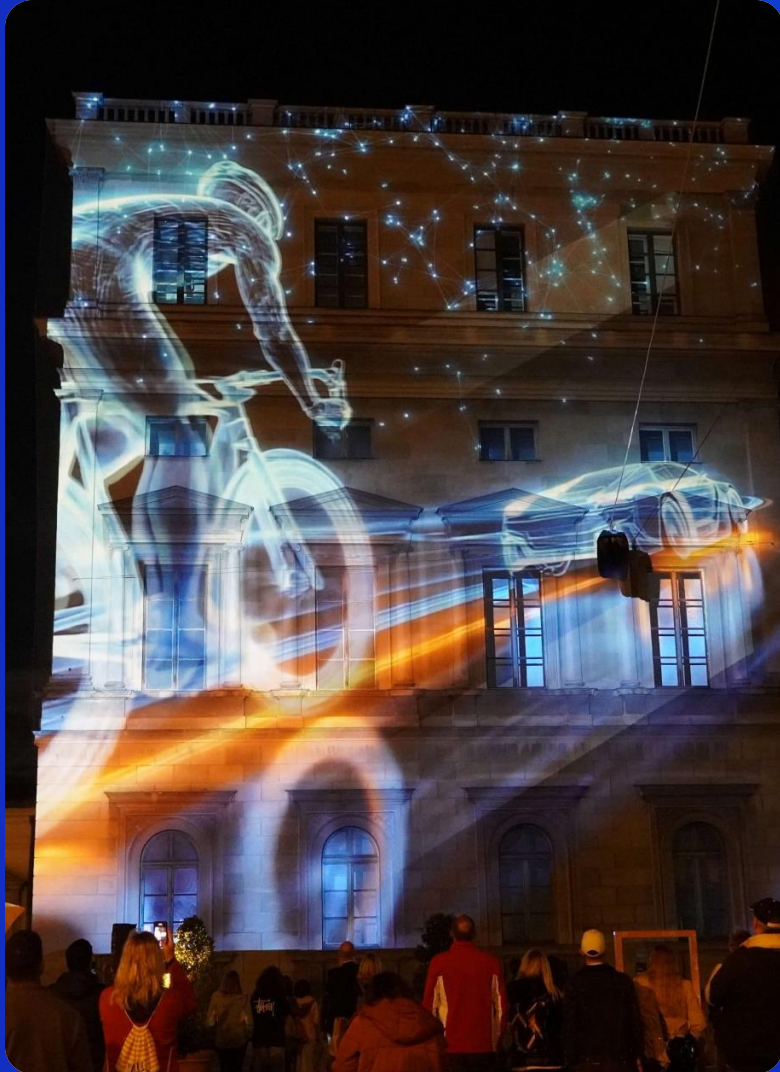
- Included benefits:**
- › Mention as main partner in IAA and Festival of Lights press release (incl. quote & interview mention)
 - › Announcement posts on social media channels (IAA and Festival of Lights)
 - › Logo on IAA and Festival of Lights website and newsletter
 - › Radio trailer: Festival of Lights Munich presented by [PLATINUM sponsor]
 - › Brand license Festival of Lights (word and figurative mark) and usage rights for projection content

Package price (net):*

€420,000



GOLD sponsor



Become a sponsor

- › 3D video mapping show:
 - › **1 minute**
 - › **Presence on 2 buildings**
- › Logo display for 5 seconds at the end of the show
- › Played on loop, 6x per hour
- › 5 evenings = **180 minutes** of live brand presence
- › 5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München

Included benefits:

- › Mention in the IAA and Festival of Lights press release
- › Announcement posts on social media channels (IAA and Festival of Lights)
- › Logo on IAA and Festival of Lights website and newsletter
- › Brand license Festival of Lights (word and figurative mark) and usage rights for projection content

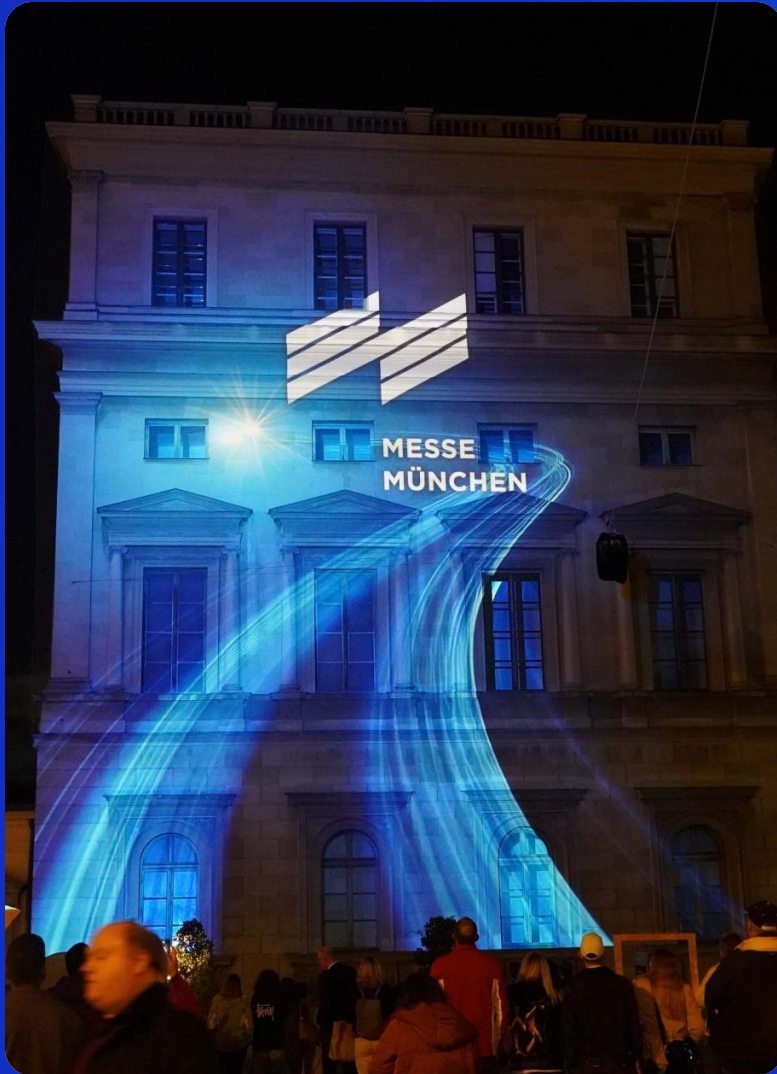
Package price (net):*

€280,000



SILVER sponsor

Become a
sponsor



- › 3D video mapping show:
 - › **1 minute**
 - › **Presence on 1 building**
- › Logo display for 5 seconds at the end of the show
- › Played on loop, 6x per hour
- › 5 evenings = **90 minutes** of live brand presence
- › 5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München

Included benefits:

- › Mention in the IAA and Festival of Lights press release
- › Announcement posts on social media channels (IAA and Festival of Lights)
- › Logo on IAA and Festival of Lights website and newsletter
- › Brand license Festival of Lights (word and figurative mark) and usage rights for projection content

Package price (net):*

€150,000

BRONZE Sponsor



Become a
sponsor

- › 3D video mapping show:
 - › **30 seconds**
 - › **Presence on 1 building**
- › Logo display for 5 seconds at the end of the show
- › Played on loop, 6x per hour
- › 5 evenings = **45 minutes** of live brand presence
- › 5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München

Included benefits:

- › Mention in the IAA and Festival of Lights press release
- › Announcement posts on social media channels (IAA and Festival of Lights)
- › Logo on IAA and Festival of Lights website and newsletter
- › Brand license Festival of Lights (word and figurative mark) and usage rights for projection content

Package price (net):*

€75,000

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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