

» IAA MOBILITY 2027



Festival of Lights Munich

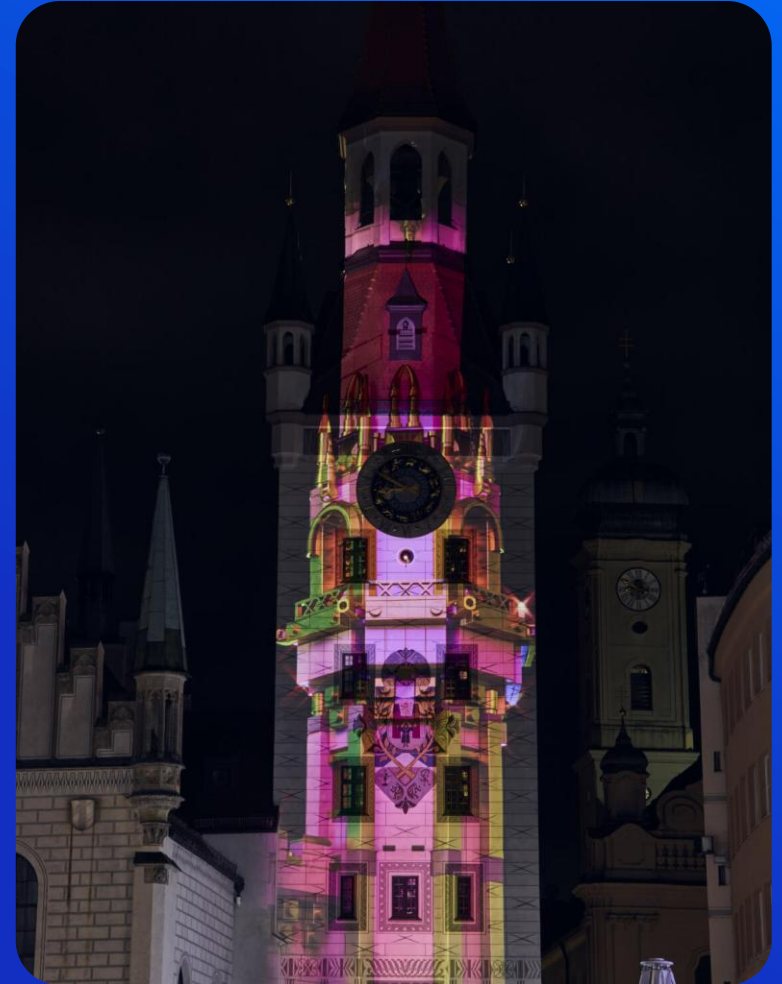
When art and light come alive

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.

PLATINUM 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:

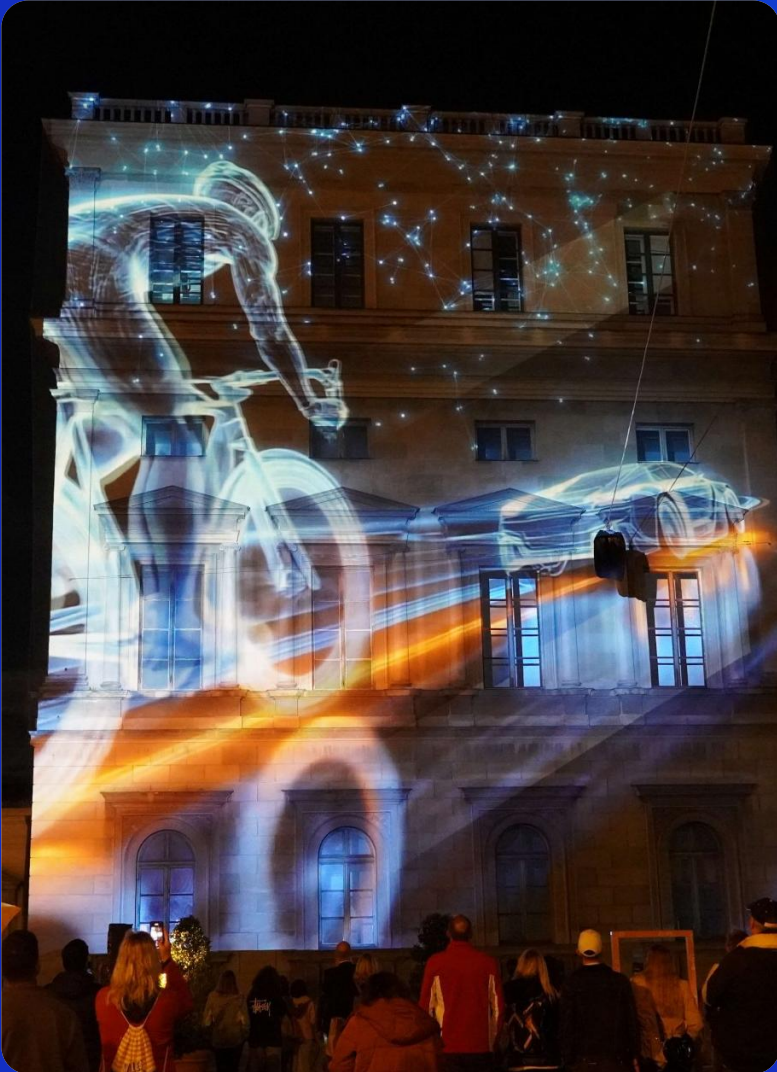
- › Mention as main partner in IAA and Festival of Lights press release (incl. quote & interview mention)
- › Announcement posts on social media channels (IAA and Festival of Lights)
- › Logo on IAA and Festival of Lights website and newsletter
- › Brand license Festival of Lights (word and figurative mark) and usage rights for projection content

Become a
sponsor

Package price (net):*

€420,000

GOLD 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

Become a
sponsor

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



- › 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

Become a
sponsor

Package price (net):*

€75,000

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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