



COLOR & LIGHT FESTIVAL

PARTNERSHIP OPTIONS
ASBURY PARK, NEW JERSEY
OCTOBER 2026



PolyOne means
**Of Many, One -
E-Pluribus Unum**

Luma means **Light**

TO OUR SUPPORTERS:

After a resoundingly successful inaugural year, the COLOR & LIGHT FESTIVAL returns. Presented by PolyOne digital art platform in collaboration with LUMA, the nation's pre-eminent projection festival, COLOR & LIGHT will once again light up Asbury Park's iconic beach boardwalk in October 2026.

In 2026, we celebrate a milestone: the 250th Anniversary of The Declaration of Independence.

Asbury Park is a living symbol of the American Dream, reborn through the power of music, art and our shared heritage. Nestled south of Lady Liberties torch and north of the Liberty Bell, Asbury shines as a beacon in the heart of historic Monmouth County.

We offer sponsors a bold, high-visibility opportunity to build community with the first and largest digital art and projection-

mapping festival in New Jersey. Check out our enclosed sponsorship opportunities. Put your brand front and center and help us make and celebrate history.

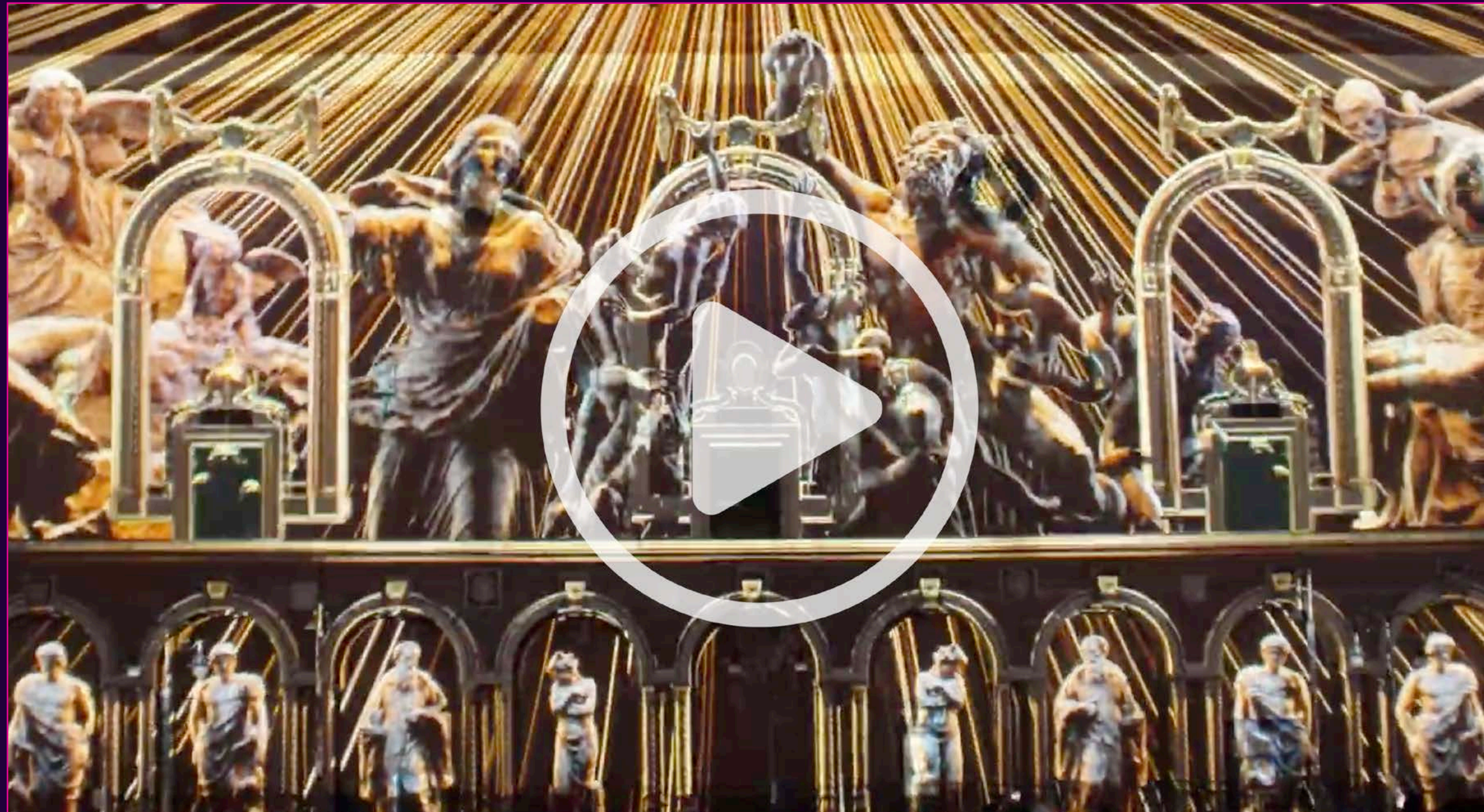
COLOR & LIGHT is FREE to the public and fully inclusive, but we can only make that possible with your support.

Ready to be a part of COLOR & LIGHT?
We'd love to speak with you. I can be reached on 732-312-8300 or shawn@polyone.io and LUMA Co-Founder, Joshua Bernard Ludzki, can be reached on 917-362-7005 or joshua@lumafestival.com

We can't thank you enough,

Shawn Emamjomeh
Founder PolyOne & Color & Light Festival

Color & Light Year 1



Our Vision: United Artists

Our goal is to make Color & Light an annual event.

For ten years, LUMA has built genre-defying collaborations with symphony orchestras, cartoonists, choreographers, AI coders, fashion designers and others.

PolyOne elevates digital artists through its online platform and global exhibitions. From the Cradle of Civilization to the billboards of Times Square, PolyOne's mission is to harness blockchain and the creator economy for the greater good.

At Color & Light, we not only build community, we foster collective action. Attendees have the option to purchase beautiful digital art and music from our park-side gallery, with proceeds supporting social or environmental initiatives. It's a community building festival that empowers creators, sponsors and fans to make a difference.



“There’s only
color and light.”

STEPHEN SONDHEIM

What is Color & Light Festival

Color & Light Festival is a fusion of art, technology and our collective human story.

The festival's focus is two-fold.

1. The art of projection mapping - the radical transformation of landmarked architecture through bespoke animation. We invite top-tier mapping artists to reimagine and reshape the architecture as their storytelling canvas
2. Installations and exhibitions of multi-disciplinary digital artists throughout festival grounds. Creators and musicians will present works to be viewed on screens or performed in local venues.

We provide creators with a spectrum of family-friendly, socially conscious themes and let their imaginations run wild.



Projection Mapping
& Digital Art

Color & Light Festival Draws Thousands to Asbury Park

Establishing a new artistic platform
recognized internationally.

PSYCHELIGHT
Los Romeros-Madrid, Spain
Location: Asbury Park, NJ



Color & Light Year 1 Results

In a crowded marketplace, C&L commanded massive regional attention its first year

15,000

PEOPLE ATTENDED OUR INAUGURAL EVENT

“A visually enticing experiment.”

THE NEW YORK TIMES ON LUMA

70%

INCREASE IN HOTEL OCCUPANCY

**“Get ready to immerse yourself
in all the tech-powered beauty.”**

TIME OUT NEW YORK

**“With its vast collection of historic buildings,
the city seemed as if it was almost waiting
for art to be projected upon it,”**

SMITHSONIAN MAGAZINE

\$1 Million

TOTAL ESTIMATED ECONOMIC IMPACT

25,000

FOLLOWERS ON SOCIAL MEDIA

“The results are epic!”

CBS MORNING SHOW

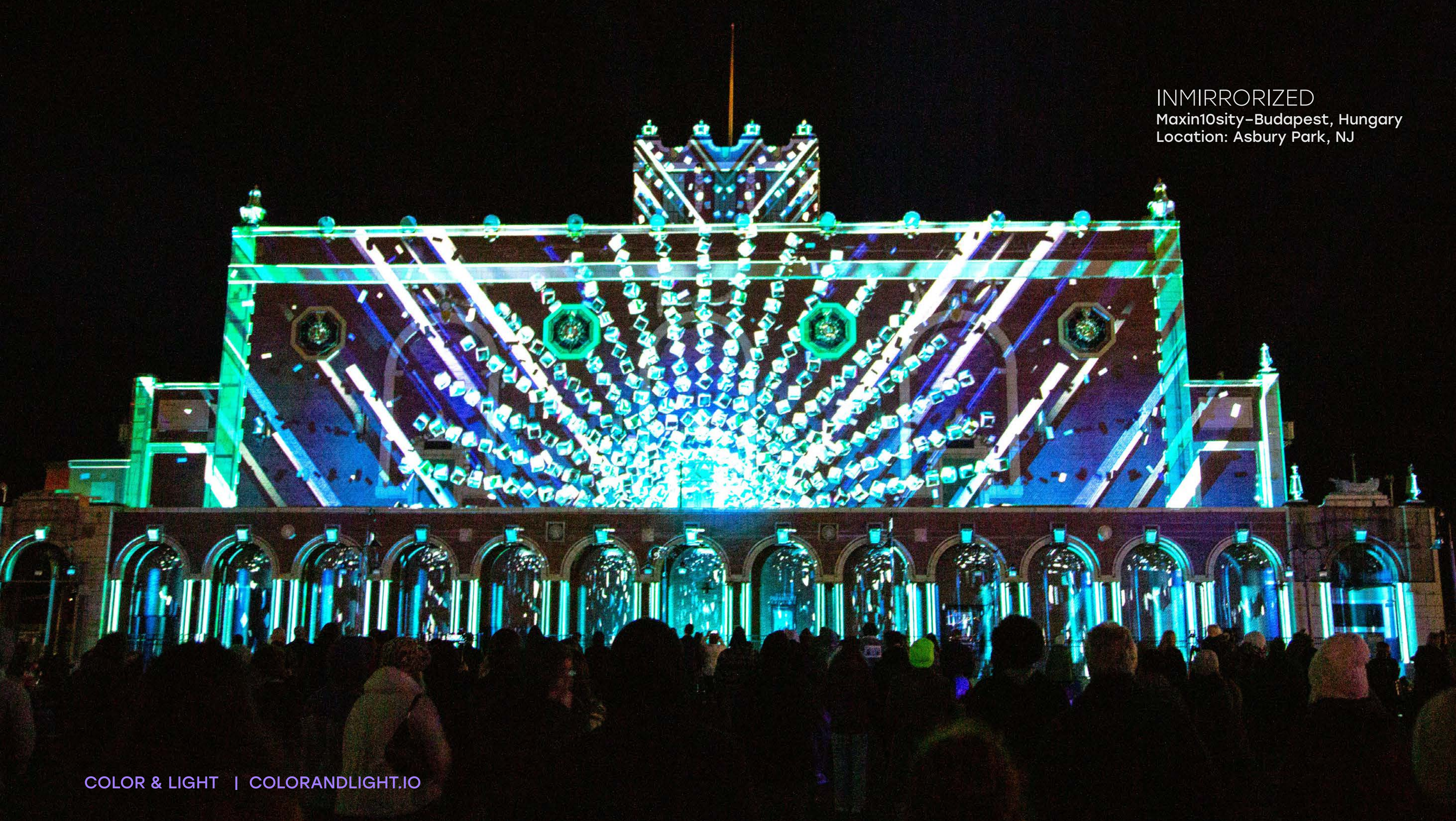
**“LUMA might expand your
destination bucket list”**

BOSTON GLOBE

“COLOR & LIGHT ENCOURAGES YOU TO SUPPORT OUR LOCAL RESTAURANTS!”



INMIRRORIZED
Maxin10sity-Budapest, Hungary
Location: Asbury Park, NJ



Sample Promo Materials



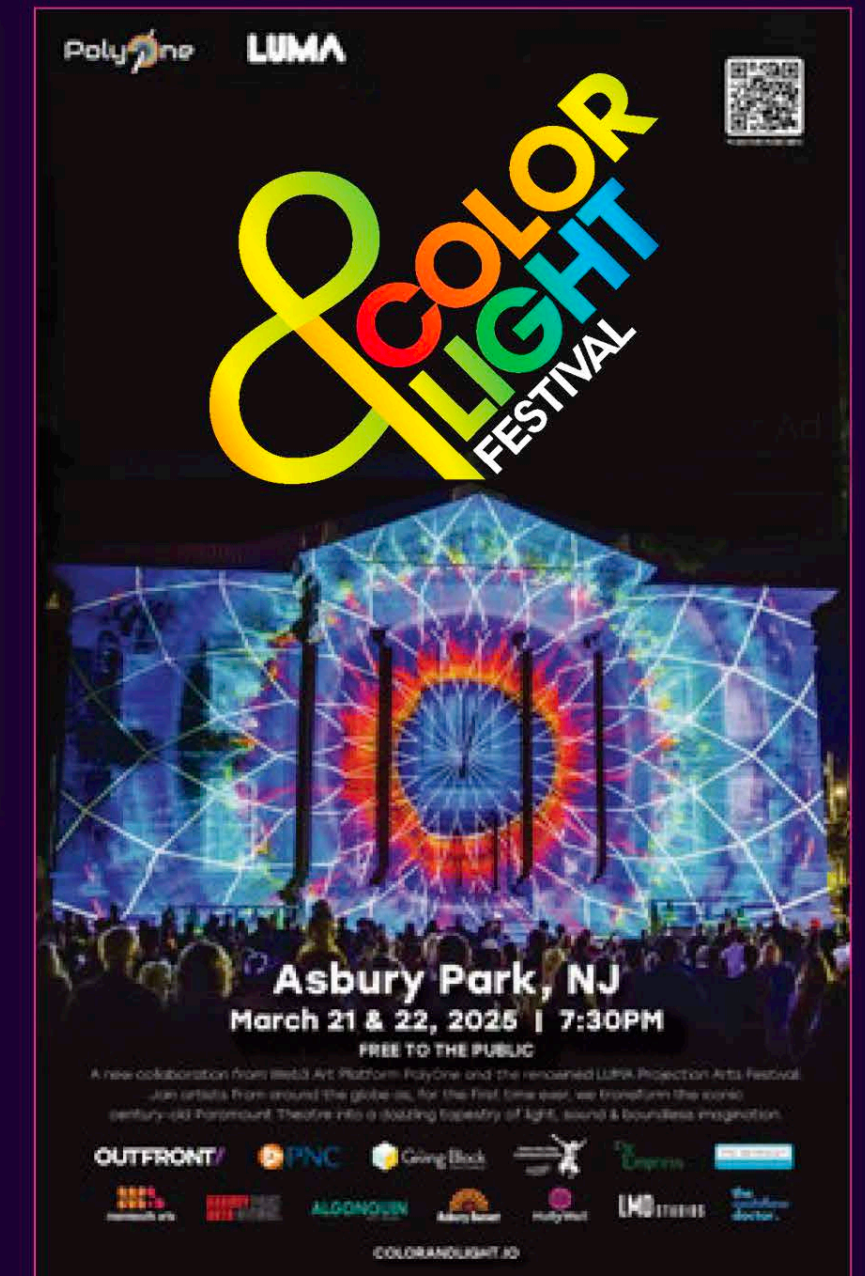
Digital and Print Festival Map



Pre-Roll Countdown



Festival Postcard



Festival Poster

FESTIVAL BILLBOARD

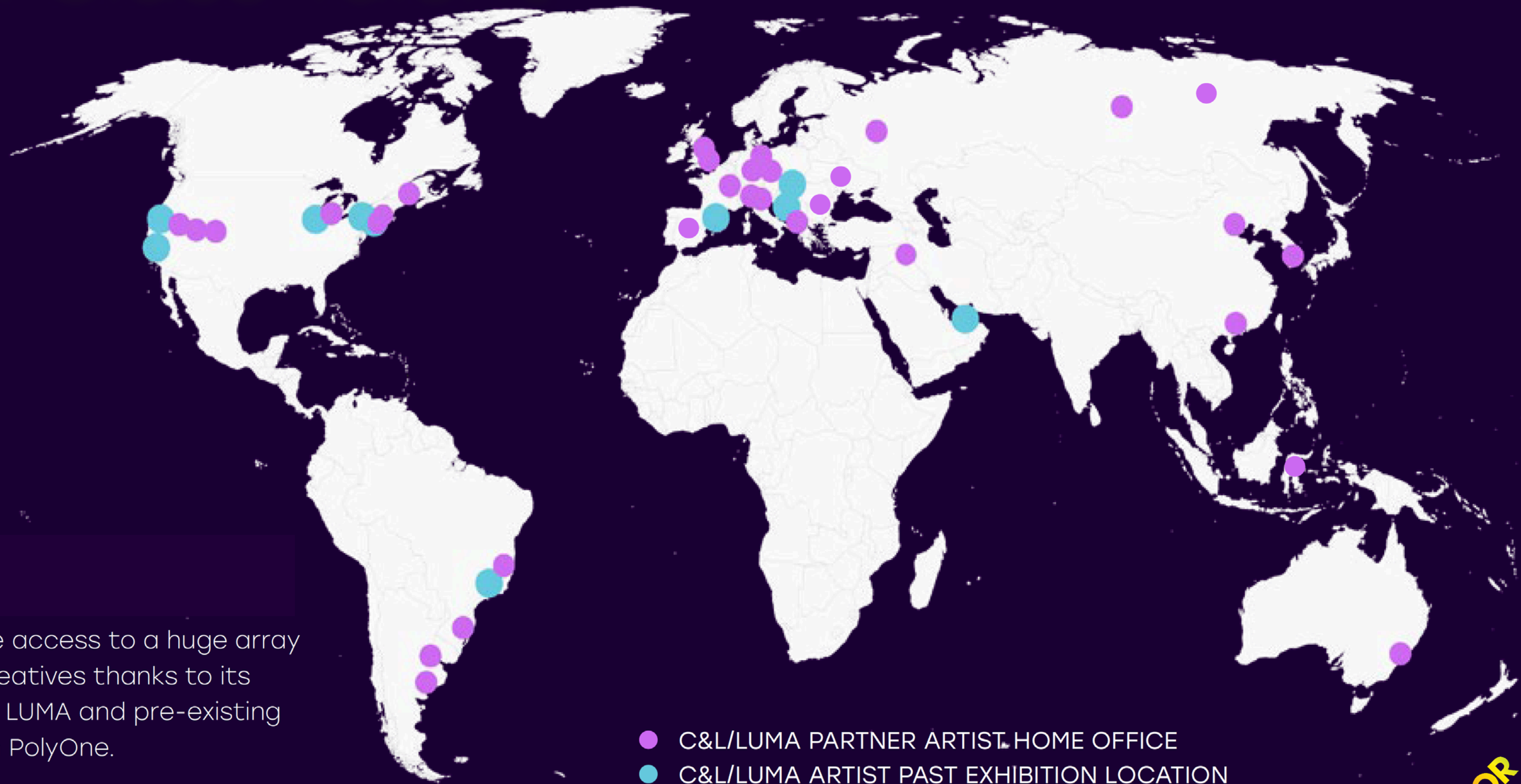
OUTFRONT Media

Location: Union, NJ



The billboard features the 'Color & Light Festival' logo on the left, which consists of a stylized infinity symbol in yellow and green, with the words 'COLOR' and 'LIGHT' stacked vertically in orange and blue respectively, and 'FESTIVAL' in white below. The main image shows a glowing, multi-colored mushroom-shaped structure with columns, set against a dark background. Below the image, the text 'Asbury Park March 21-22 7:30pm Free Admission' is displayed in white. At the bottom of the billboard, the 'OUTFRONT' logo is visible in purple and white.

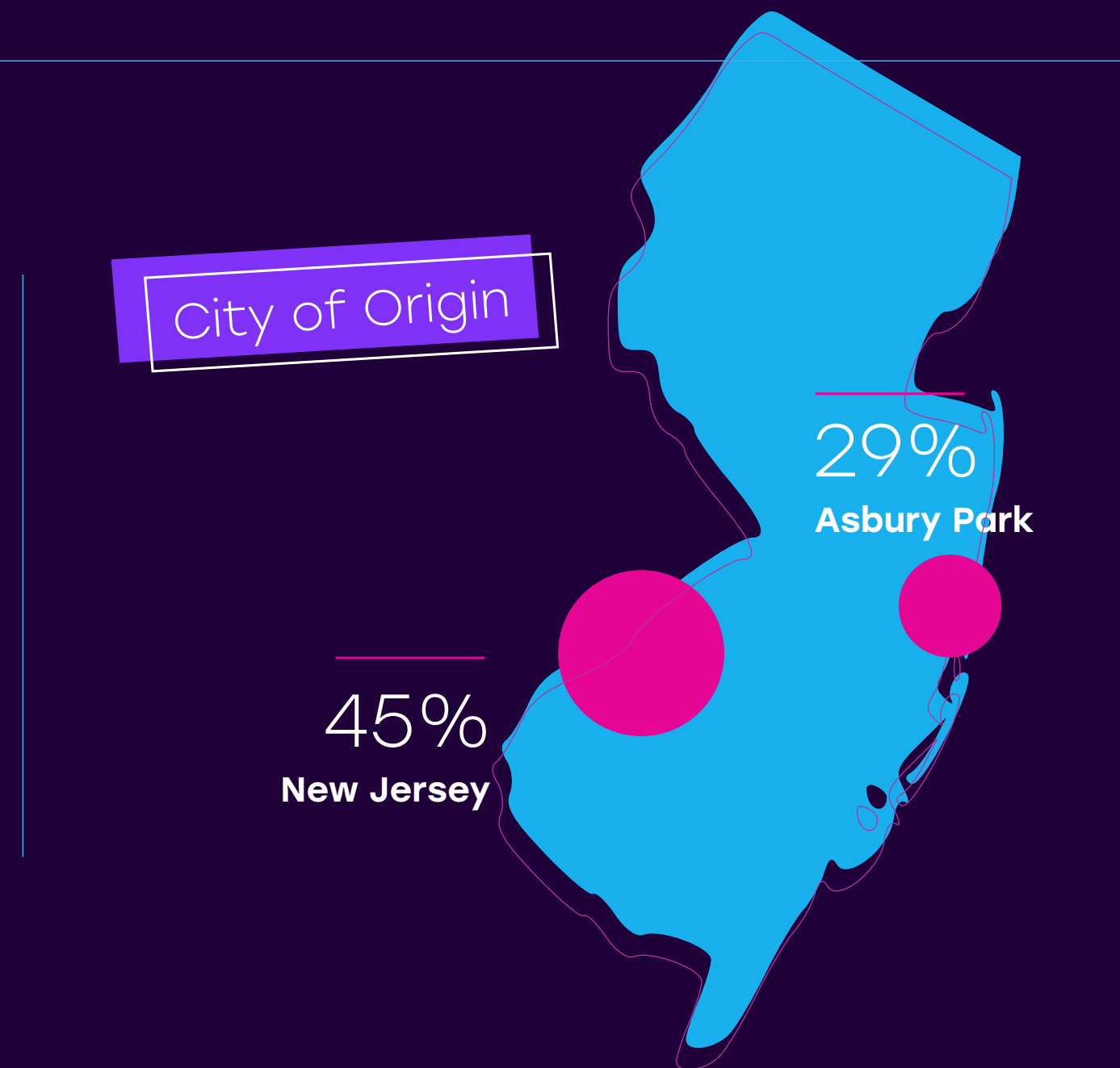
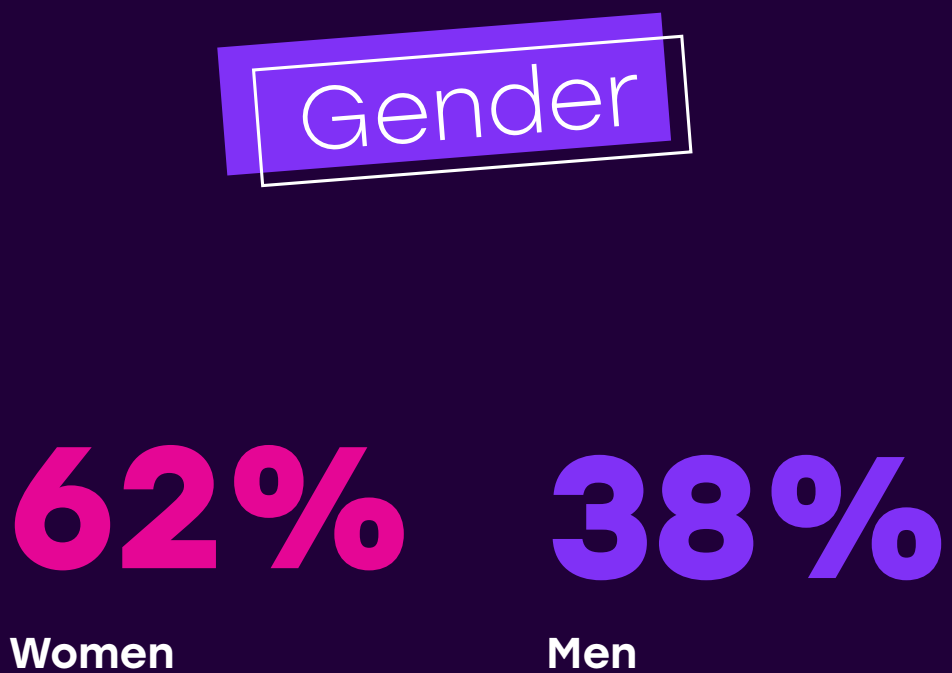
World Class Talent



Color & Light will have access to a huge array of globally renown creatives thanks to its new partnership with LUMA and pre-existing relationships through PolyOne.

What to expect: audience

The following breakdown reflects the audience drawn every September to our partner festival, LUMA, in Upstate New York.





PANDORA'S BOX
Maxima City - Budapest, Hungary
Location: Binghamton, NY

JULIA SHAMSHEIEVA
Ukraine
Location: Asbury Park, NJ



INMIRRORIZED

Maxin10sity - Budapest, Hungary

Location: Asbury Park, NJ



VOXEL MENACE
Favorite Color
Location: Binghamton, NY



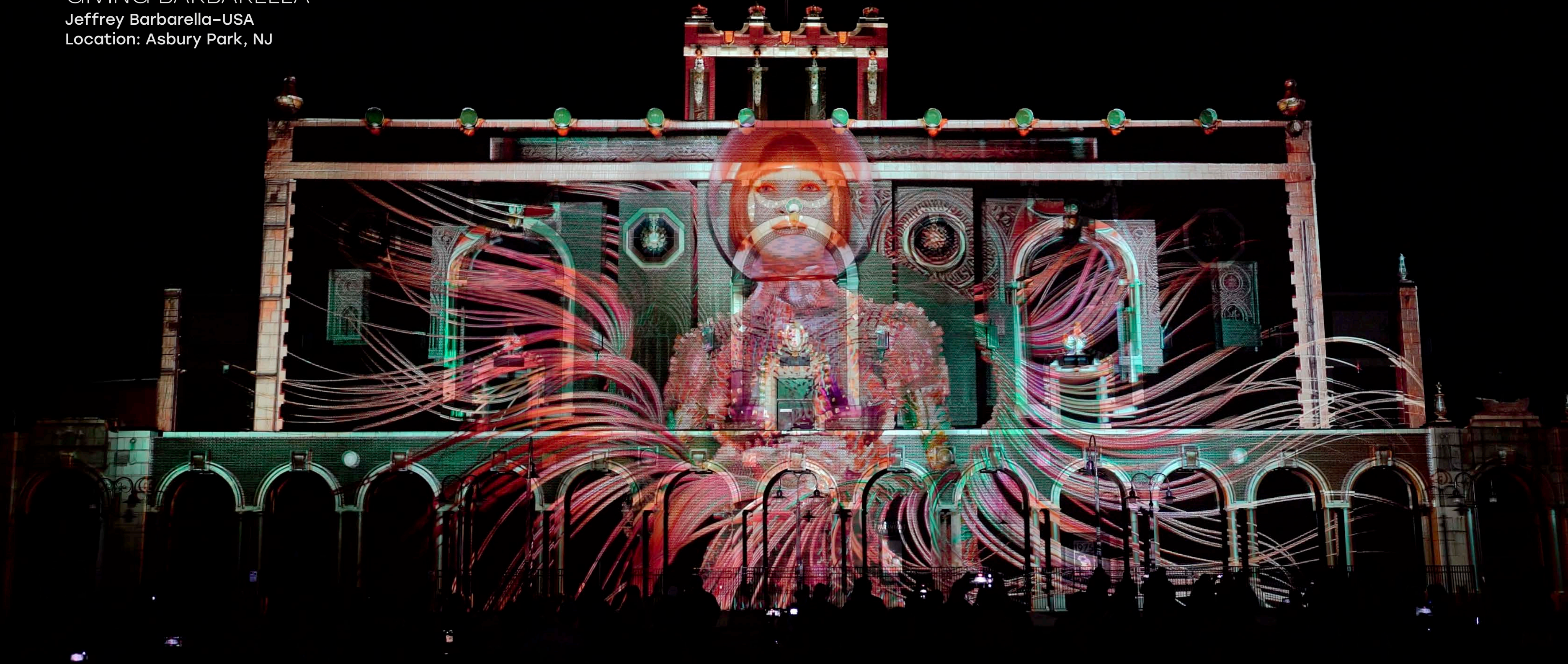
The Full Story



FORESTGUM
Julia Shamsheieva-Ukraine
Location: Asbury Park, NJ



GIVING BARBARELLA
Jeffrey Barbarella-USA
Location: Asbury Park, NJ



Leadership



SHAWN EMAMJOMEH

Founder PolyOne and
Color & Light Festival



JOSHUA BERNARD

Cofounder LUMA
Projection Arts Festival



TICE LERNER

Cofounder LUMA
Projection Arts Festival



TAMAS VASPORI

Managing Director
Maxin10sity



PIER NICOLA D'AMICO

Senior Creative Consultant
D'Amico Studios

PolyOne is on the cutting-edge of blockchain technology and digital arts, connecting creators and their fans in revolutionary new ways locally and internationally.

As America's pioneering projection-mapping festival, LUMA just celebrated its tenth anniversary in the city of Binghamton, NY, with annual attendance of 35,000 people from all walks of life.

Maxin10sity is globally recognized as a leader in the art of projection mapping, having mapped our world's most iconic structures from Branenberg Gate to the ruins of Petra.



PIER NICOLA D'AMICO
Creative Consultant

**For more information
about Sponsorship:**
contact@damicostudios.com
215-292-5475

Sponsorship

Color & Light delivers measurable cultural impact and brand visibility at scale. In its inaugural year, the festival drew 15,000 attendees, generated an estimated \$1 million in economic impact, increased hotel occupancy by 70%, and built a 25,000-strong social audience.

When a brand sponsors an event of this magnitude, it isn't just advertising, it is underwriting a civic experience. That association creates deeper loyalty, emotional memory and repeat engagement that traditional media cannot replicate.

Join Us

Be the brand that makes wonder possible. Own the moment. Own the memory. Color & Light is not a backdrop for logos, it is a canvas for cultural authorship. Through architecturally scaled projection and immersive storytelling, your brand becomes part of what people photograph, share and talk about long after the lights fade. This is where visibility transforms into emotional connection and sponsorship becomes legacy.

Choose your tier and we will craft a bold, on-surface integration aligned with your strategic goals, designed to command attention, drive engagement and convert live experience into sustained brand equity. Secure your partnership and step into the role of the brand that made it all possible.

Sponsorship Tiers

Partnering with The Color & Light Festival isn't just a place for your brand to show up, it's a place for it to shine. Not in some corporate, cookie-cutter way, but brilliantly, on the sea's edge, among a vibrant crowd that craves the extraordinary. From NYC to Atlantic City to Philadelphia and everywhere in between, this collision of art, technology, and imagination is a living, breathing expression of culture in motion and a beacon of progress.

We have several Sponsorship Opportunities available, and are happy to send along details for each tier.

Tier One

Title Partner

Tier Two

Featured Partner

Tier Three

Copresenting Partner

Tier Four

Major Partner

Tier Five

Spotlight Partner

Tier Six

Ambient Partner



AEQUINOX

Glitch-Charleroi, Belgium
Location: Asbury Park, NJ



“It takes all our colors to achieve light.”

COLOR & LIGHT FESTIVAL

Find out more about how Color & Light can highlight your brand in a bold new way.

Shawn Emamjomeh | 848.404.6600 | shawn@polyone.io

TIMELESS TALES
Maxin10city - Budapest, Hungary
Location: Binghamton, NY

