



Downtown for the Holidays Event Partnership Opportunities

A month long holiday celebration in the heart of downtown with opportunities to engage with the community through visits with Santa, a gingerbread house contest, free activities at Santa’s workshop, and fun-filled holiday weekends.

Sponsorship Levels	Presenting \$7,500	Visionary \$5,000	Champion \$3,000	Ambassador \$1,000
	\$25,000 Promotional Value	\$15,000 Promotional Value	\$10,000 Promotional Value	\$8,000 Promotional Value
Appearance on Printed Materials				
Posters/Flyers	✓	✓	✓	✓
Gingerbread Contest Application	✓			
Appearance in Media Advertising				
Press Release	✓	✓	✓	✓
Radio Interviews	✓	✓		
News Segments	✓	✓		
TV Commercial	✓			
Appearance in Online Advertising				
Business featured on Facebook	✓	✓	✓	✓
Downtown for the Holidays Website	✓	✓	✓	✓
Facebook Event Pages	✓	✓		
On-site Presence				
Opportunity for booth in high-traffic area	✓	✓	✓	✓
Company banner at event	✓	✓	✓	
Opportunity to distribute materials	✓	✓	✓	
Opportunity to provide branded “goodies” for Santa’s visitors	✓			
DTSB provides tent, table, and chairs for booth	✓			
Extra Opportunities				
Naming rights: official presenting sponsor of Downtown for the Holidays	✓			
Your choice of available naming rights		✓	✓	
Decorate tree in Festival of Trees	✓			

Downtown for the Holidays related posts generated 51,250 reach and 2,701 engagement last year

Downtown for the Holidays related website pages generated 9,500 page views last year.