

# Downtown South Bend

## 2021 Downtown for the Holidays Event Partnership Opportunities

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



**Presenting Sponsor: \$7,500**  
\$25,000 promotional value

**Visionary Sponsor: \$5,000**  
\$15,000 promotional value

**Champion Sponsor: \$3,000**  
\$10,000 promotional value

**Ambassador Sponsor: \$1,000**  
\$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	✓			
In the Bend Ads	✓			

### Appearance in Online Advertising

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 "goodie" 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	✓			