



**Saturday, December 7, 2024**

## 2024 SPONSORSHIP OPPORTUNITIES

Santa's arrival begins at 1 PM with a Main Street parade at featuring marching bands, decorated floats, vintage cars, and colorfully – costumed characters. The celebration continues until 6 PM with a holiday host of activities including Milk and Cookies with Mrs. Claus, stage entertainment, food vendors, kid's crafts, visits with Santa, and a holiday market full of gift ideas and unique merchandise.

Estimated attendance is 10,000

### **PRESENTING SPONSORSHIP -** *(contact KPR for details)*

- Onsite display space up to 10'x20' (tent, table, and chairs included)
- Logo on pre-event informational banner and A-frame signage about sponsors at event
- Logo on Parks & Rec Reach TV Event Ad displayed in Recreation Center and Community Center lobbies and email communications for event to over 20,000 households
- Company Included in Press Release as Presenting Sponsor
- Tags in social media campaign as Presenting Sponsor
- (4) :20 second announcement included with PA announcements
- (6) Sponsor listed in PA announcements
- Opportunity to provide literature or promotional items in Santa bags
- Logo and link on event website

### **PREMIER SPONSORSHIP - \$1,250**

- Naming rights to one event asset: Pictures with Santa, Tree Lighting, Food Court, Kids Zone *(contact KPR for availability)*
- Onsite display space up to 10'x10' (tent, table, and chairs included)
- (2) :20 second announcement included with PA announcements
- (2) Sponsor listed in PA announcements
- Company listed on A-frame signage about sponsors at event
- Opportunity to provide literature or promotional items in Santa bags
- Logo and link on event website

### **SUSTAINING SPONSORSHIP - \$700**

- Onsite display space up to 10'x10' (tent, table, and chairs included)
- (2) Sponsor listed in PA announcements
- Company listed on A-frame signage about sponsors at event
- Logo on event website

### **SUPPORTING SPONSORSHIP - \$350**

- (2) Sponsor listed in PA announcements
- Company listed on A-frame signage about sponsors at event
- Logo on event website