

yes! We would like to be a sponsor of
CHRISTMASVILLE™
DECEMBER 3-6, 2009

sponsor name

contact person / title

address

city state zip

phone fax

email

signature

Sponsorship Level as outlined in the ChristmasVille 2008 Sponsorship Package

| | |
|--|----------------------------------|
| | Sponsor Level (title) |
| | Sponsor Value |
| | Check Enclosed |
| | Send Invoice |
| | Would like personal presentation |

Make checks payable to:

The Main Streets of Old Town Association
Attn: Candy Randall - ChristmasVille
PO Box 11706
Rock Hill, SC 29731-1706

If you have any questions or comments about sponsorship opportunities or would like to discuss payment schedule, please contact Candy Randall at (803)329-8756.

Thank you!

ChristmasVille transforms historic downtown Rock Hill into a whimsical holiday village celebrating the art of Vernon Grant. Grant, best known for his illustrations of Rice Krispies® *Snap! Crackle! Pop!*®, drew over 80 images of Santa and his merry little gnomes. Boasting over 70 festivities in 4 days, this annual holiday festival offers something for just about everyone, including Santa himself.

Signature Events

- The Lighting of the Village
- The Vernon Grant Exhibit
- Polar Bear Park
- Horse Drawn Carriage Rides
- Holiday Market Place
- Old Town Art Market
- The Snow Village
- Historic Home Tours
- Historic Trolley Tours
- Gingerbread House Contest
- VIP Sponsor Party
- The Grand Finale

The Main Streets of Old Town Association

CHRISTMASVILLE™

PO Box 11706
Rock Hill, SC 29731-1706

www.ChristmasVilleRockHill.com

CHRISTMASVILLE™
DECEMBER 3-6, 2009

Sponsorship Opportunities



www.ChristmasVilleRockHill.com

reasons to sponsor

National Recognition

- Top celebrity spokesman: Santa
- Your company identified with Santa and Vernon Grant
- Regional Media Campaign

Sponsor a Winner

- Event of the Year ('07), ('08)
- Best Event Photo ('08)
- Best Brochure ('07)
- Best Print Media ('07)
- Best Merchandise ('07)
- Runner Up Event of Year ('06)
- Best Media TV/Radio ('06)

Return on Investment

- Direct Interaction: Thousands of potential customers
- Brand Visibility: Your products and services will receive exposure through Vernon Grant themed media and collateral campaign
- Promotional and Sampling Opportunities: Reach your targeted demographic with product placement
- Marketing Your Location: Drive people into your store location to increase sales
- Hospitality: Attend private VIP reception for you and your clients
- Banner Opportunities: Banner tags at street level for month of December
- Community Goodwill: Enhance your overall image within the community
- Helps raise money for local non-profits

Demographics

- Estimated Attendance: 38,000
- Multi-generational families: Children, parents and grandparents.
- Economic Impact - \$708,262



sponsor benefits

Official Sponsors \$7,500

- Logo to appear in all local print ads
- Logo to appear in 20,000 event guides
- Logo to appear on web home page w/link and write up on sponsor page
- Logo on official sponsor banner
- Name on banner tag for month of Dec.
- Product sampling or product display
- 8 tickets to VIP Sponsor party
- 8 tickets to Polar Bear Park
- 4 tickets to East Town Home Tour
- Reserved seating for Lighting of Village

Media Sponsor \$5,000

- Logo on 20,000 festival guides or bookmarks

Exclusive Event

Title Sponsor \$2,500

- Name listed as title sponsor in 20,000 event guides
- Logo on sponsor web page w/ direct link
- Name listed as title sponsor on official sponsor banner
- Name on banner tag for month of Dec.
- Signage, booth or product give-away at title location
- Banner at event site - banner provided by sponsor
- 4 tickets to VIP Sponsor party
- 4 tickets to Polar Bear Park
- 2 tickets to East Town Home Tour

Shared Event

Title Sponsor \$1,500

(2 or more per event) — call for availability

- Logo on sponsor webpage with direct link
- Name listed as shared title sponsor in event guide
- Name listed as shared title sponsor on official banner
- Name on banner tag month of Dec.
- 2 tickets to VIP Sponsor Party
- 2 tickets to Polar Bear Park

Angel Level \$1,000

- Name listed in event guide
- Name listed on official banner
- Name on banner tag month of Dec.
- Logo on sponsor web page w/link
- 2 tickets to VIP Sponsor Party
- 2 tickets to Polar Bear Park

Small Banner Sponsor \$500

- Logo on sponsor webpage
- Name on Banner tag month of Dec.
- 1 ticket to VIP Sponsor Party