

CHRISTMASVILLE™

NOVEMBER 30 - DECEMBER 3, 2023

ROCK HILL, SC



SPONSOR BENEFITS



ChristmasVille offers a storybook setting filled with music, merriment, and wishes of good cheer. Bundle up friends and loved ones to enjoy the festival based on the whimsical artwork of Rock Hill's adopted son and renowned illustrator, Vernon Grant, the artist who created Kellogg's® Rice Krispies Snap!® Crackle!® Pop!®

This holiday season, Old Town Rock Hill will sparkle with the exciting, charming, and picturesque holiday village and outdoor art festival featuring more than 70 events including horse-drawn carriage rides, historic tours, strolling carolers, art, theater, dance, music, a gingerbread house contest, crafts, multiple Santa activities, and a REAL ice skating rink!

We hope to see you at ChristmasVille!

We are proud to be an award winning festival!

GOLD Southeast Best New Event Award (Christmas Wishes) ('22)
 GOLD Southeast Diversity, Equity, and Inclusion Award (Sensory Santa) ('22)
 SILVER Southeast Best Sponsor Award (Arts Council of York County) ('22)
 BRONZE Southeast Best Merchandise (Sleeping giant Distillery) ('22)
 GOLD Southeast Best Merchandise (Knowledge Perk Coffee) ('20)
 GOLD SC Best Festival Guide ('20)
 GOLD Southeast Best Event Program ('19)
 BRONZE Southeast Best Festival ('19 Event)
 BRONZE Southeast Best TV ad ('19)
 BRONZE Southeast Best Sponsorship (Piedmont) ('19)
 GOLD Southeast Best Festival ('17 Event)
 SILVER Southeast Best Festival or Event Video ('17)
 BRONZE Southeast Best Social Media Marketing ('17)
 BRONZE Southeast Best Event Program ('17)
 SC Best Non-print Media ('16)
 NC Event of the Year ('11, '12, '14)
 NC and SC Volunteer of the Year- John Rinehart ('14)
 NC Director of the Year- Cathy Murphy ('14)
 SC Best Print Media ('07, '11, '12, '14, '15)
 SC Best Merchandise ('07, '10, '13, '14, '15)
 SC Best Non-Print Media- WRHI ('13)
 SC Associate of the Year- Arts Council of York County ('13)
 SC Volunteer/Year- D. McQuiston ('15), ML Norton ('12)
 NC Best Event Photo ('12)



THE 2023 FESTIVAL THEME IS:



***Belong:** a feeling of being happy or comfortable as part of a particular group and having a good relationship with the other members of the group because they welcome you and accept you.*

You belong to ChristmasVille!

Board of Governors

Jillian Bingham, Culture & Heritage Museums

Charlotte Brown, Mac's Hospitality Group

Andrea Cooper, Comporium

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Chloe Gill, Piedmont Medical Center

Nikita Jackson, North Central Family Medicine

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Board President

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Festival Chair

Alice Williams Davis, Williams & Fudge

Festival Vice Chair

Maddie Ewing, Dream Team United

Executive Director

Allison Cleveland, ChristmasVille

Team Leaders

Andrea Barnette, Diana Braunbeck, Charlotte Brown, Lisa Bzowski, Heather Carter, Amy Chitwood, Colleen Coesens, Robbie Compton, Katie Conley, Dan Cox, Miles Curley, Lacy Daniel, Sandra Doherty, Tracy Fisher, Terry Hagen, Alice Hardin-Meeks, Faith Hill, Natalie Hoekstra, Christia Humburg, Drew Jackson, Bette Jean Janicke, Tonya Janicke, Susie Kirsch, Amiee Kline, Sarah Lewis, Janice & Wayne Miller, Carol Newman, Elaine Norman, Amanda Oakes, Stephanie O'Rourke, Dawn Parker, Cortney Peterson, Hope Prevette, Lesslie Pursley, Teresa Rector, Trina Ricks, Suzanne Ringer, Katherine Seger, Hannah Smith, Haydan Smith, Kristin Stacks, Matt Starns, Neely Trull, Amanda Weber, Abigail Williams, Tiffany Wimmer, Terry & Tami Windell



Festive Sponsor

\$15,000



Exclusivity

- First right of refusal for following Festival year
- Customized value-added opportunities related to Festival theme
- Multiple selected events
- Recognition from event stage, if applicable
- ChristmasVille gift
- Single entry fee for Rock Hill Christmas Parade (subject to City policies)
- Licensing agreement to use ChristmasVille logo
- Designated area to interact with Festival visitors

Visibility and promotion

- Your logo & web link on Festival homepage and Sponsor page
- Your logo displayed on Sponsor banner and back of Volunteer shirt
- Your logo on select Festival marketing collateral
- Your name on street pole banner and select event signage
- Recognition posts on appropriate social media-6
- Decorated walkway with branding opportunity and design input

Santa perks

- Scheduled Santa visit
- Santa personalized video greeting
- Reception with Santa

Special access

- Parking passes- 6
- Opening Ceremony seating- 4
- Kick-off breakfast tickets- 6
- VIP Party tickets- 6
- Sponsor lounge access- 6
- Carriage ride- 6



Jolly Sponsor

\$10,000

Exclusivity

- First right of refusal for following Festival year
- Customized value-added opportunity related to Festival theme
- Selected event
- Recognition from event stage, if applicable
- ChristmasVille gift
- Single entry fee for Rock Hill Christmas Parade (subject to City policies)
- Licensing agreement to use ChristmasVille logo
- Designated area to interact with Festival visitors

Visibility and Promotion

- Your logo & web link on Sponsor page
- Your logo displayed on Sponsor banner and back of Volunteer shirt
- Your logo on select Festival marketing collateral
- Your name on street pole banner and select event signage
- Recognition posts on appropriate social media-3
- Decorated walkway with branding opportunity and design input

Santa Perks

- Scheduled Santa visit
- Santa personalized video greeting
- Reception with Santa

Special Access

- Parking passes- 6
- Opening Ceremony seating- 4
- Kick-off breakfast tickets- 6
- VIP Party tickets- 6
- Sponsor lounge access- 6
- Carriage ride- 6

Merry + Bright

\$7,500



Exclusivity

- Customized value-added opportunities related to Festival theme
- Selected event, if applicable
- ChristmasVille gift
- Single entry fee for Rock Hill Christmas Parade (subject to City policies)
- Licensing agreement to use ChristmasVille logo
- Designated area to interact with Festival visitors

Visibility and Promotion

- Your logo & web link on Sponsor page
- Your logo displayed on Sponsor banner and back of Volunteer shirt
- Your logo on select Festival marketing collateral
- Your name on street pole banner and select event signage
- Recognition posts on appropriate social media-2
- Decorated walkway with branding opportunity and design input

Santa Perks

- Scheduled Santa visit
- Santa personalized video greeting
- Reception with Santa

Special Access

- Parking passes- 4
- Opening Ceremony seating- 4
- Kick-off breakfast tickets- 4
- VIP Party tickets- 4
- Sponsor lounge access- 4
- Carriage ride- 6



Vernon

\$5,000

Exclusivity

- Customized value-added opportunities related to Festival theme
- Selected event, if applicable
- ChristmasVille gift
- Single entry fee for Rock Hill Christmas Parade (subject to City policies)
- Licensing agreement to use ChristmasVille logo

Visibility and Promotion

- Your name & web link on Festival homepage and Sponsor page
- Your name displayed on Sponsor banner and back of Volunteer shirt
- Your logo on select Festival marketing collateral
- Your name on street pole banner and select event signage
- Recognition post on appropriate social media-1

Santa Perks

- Scheduled Santa visit
- Santa personalized video greeting
- Reception with Santa

Special Access

- Parking passes- 2
- Opening Ceremony seating- 2
- Kick-off breakfast tickets- 2
- VIP Party tickets- 2
- Sponsor lounge access- 2
- Carriage ride- 6



Gnome

\$3,000

Exclusivity

- Customized value-added opportunities related to Festival theme
- Selected event, if applicable
- ChristmasVille gift
- Licensing agreement to use ChristmasVille logo

Visibility and Promotion

- Your name & web link on Sponsor page
- Your name displayed on Sponsor banner and back of Volunteer shirt
- Your logo on select Festival marketing collateral
- Your name on street pole banner and select event signage
- Recognition post on appropriate social media-1

Santa Perks

- Reception with Santa

Special Access

- Opening Ceremony seating- 2
- Kick-off breakfast tickets- 2
- VIP Party tickets- 2
- Sponsor lounge access- 2
- Carriage ride- 4



Gnome \$3,000

Jingle Bells \$2,000

Santa's Helper \$1,000

Name and Link on Sponsor Page	●	●	●
Name on Sponsor + Street Pole Banner	●	●	●
Name on Select Event Signage	●	●	●
Name on Festival Marketing Collateral	●		
Customized Value-Added Opportunities	●		
One Recognition Post of Social Media	●	●	●
Exclusive ChristmasVille Gift	●	●	●
Single Entry Fee to RH Christmas Parade *Subject to City Policies			
Licensing Agreement to use ChristmasVille Logo	●	●	●
ChristmasVille Collector Pins	2	2	2
Kick-Off Breakfast Tickets	2	2	2
VIP Party Tickets	2	2	2
Opening Ceremony Seating	2		
Sponsor Lounge Access	2	2	2
Carriage Ride	4	2	
Exclusive Reception with Santa	●	●	●
Festival Collateral (Posters, Rack Cards)	●	●	●



Holly \$500



Tinsel \$250



Grant's Friend \$100

Name and Link on Sponsor Page	●	●	●
Name on Street Pole Banner	●		
Name on Select Event Signage	●		
Name on Select Festival Marketing Collateral	●		
Customized Value-Added Opportunities			
Aggregate Recognition Post on Social Media	●	●	●
Exclusive ChristmasVille Gift			
Single Entry Fee to RH Christmas Parade *Subject to City Policies			
Licensing Agreement to use ChristmasVille Logo	●	●	●
ChristmasVille Collector Pins	2	2	2
Kick-Off Breakfast Tickets	2	2	1
VIP Party Tickets	2	2	1
Opening Ceremony Seating			
Sponsor Lounge Access	2		
Carriage Ride			
Exclusive Reception with Santa			
Festival Collateral (Posters, Rack Cards)	●	●	●

Old Town Business Sponsorships



Holly \$500



Tinsel \$250



Grant's Friend \$100

Name and Link on Sponsor Page	●	●	
Name on Street Pole Banner	●		
Name on Select Event Signage	●		
Name on Select Festival Marketing Collateral	●		
Licensing Agreement to use ChristmasVille Logo	●	●	●
Aggregate Recognition Post on Social Media	●	●	●
Sponsor Lounge Access	2		
ChristmasVille Collector Pins	2	2	1
Kick-Off Breakfast Tickets	2	2	1
VIP Party Tickets	2	2	2
<u>Exclusive Old Town Businesses Sponsorships</u>			
Gnome on the Roam Participant	●	●	●
Official Old Town Business Sponsor poster	●	●	
Link on ChristmasVille website and Identification rack card highlighting sponsorship in Festival	●	●	
Photo of Santa at your business for your use	●		



Old Town Sponsor \$500

Exclusivity

- Customized value-added opportunities related to Festival theme
- ChristmasVille gift
- Licensing agreement to use ChristmasVille logo
- Gnome on the Roam Participation (Exclusive to Old Town Sponsors)
- Official Old Town Sponsor poster

Visibility and Promotion

- Your name & web link on Festival homepage and Sponsor page
- Your logo on select Festival marketing collateral
- Your name on street pole banner outside your business
- Photo with Santa at your business for your use (Exclusive to Old Town Sponsors)

Special Access

- Kick-off breakfast tickets- 2 families
- VIP Party tickets- 2 people and a guest
- Sponsor lounge access- 2 people

Interested in an exclusive event sponsorship? Sponsorship opportunities are available from \$1,000 - \$5,000 and come with significant benefits.

Contact us for more information!



Old Town Sponsor

\$250 | \$100

Exclusivity

- Customized value-added opportunities related to Festival theme
- Licensing agreement to use ChristmasVille logo
- Gnome on the Roam Participation (Exclusive to Old Town Sponsors)
- Official Old Town Sponsor poster

Visibility and Promotion

- Your name & web link on Sponsor page
- Your name on select Festival marketing collateral
- One aggregate recognition post on social media

Special Access

- Kick-off breakfast tickets- 1 family
- VIP Party tickets- 2 people

\$250

Exclusivity

- Licensing agreement to use ChristmasVille logo
- Gnome on the Roam Participation (Exclusive to Old Town Sponsors)
- Official Old Town Sponsor poster

Visibility and Promotion

- Your name on select Festival marketing collateral
- One aggregate recognition post on social media

Special Access

- Kick-off breakfast tickets- 1 family
- VIP Party tickets- 1 person

\$100

Interested in an exclusive event sponsorship? Sponsorship opportunities are available from \$1,000 - \$5,000 and come with significant benefits.

Contact us for more information!

2023 ChristmasVille Sponsorship Agreement

Sponsor Contact		
Organization		
How to List Name		
Address		
City	State	Zip
Phone	Email	

Sponsor Level

- ☐ \$15,000 Festive
- ☐ \$10,000 Jolly
- ☐ \$7,500 Merry & Bright
- ☐ \$5,000 Vernon
- ☐ \$3,000 Gnome
- ☐ \$2,000 Jingle Bells
- ☐ \$1,000 Santa's Helper
- ☐ \$500 Holly
- ☐ \$250 Tinsel
- ☐ \$100 Grant's Friend
- ☐ Old Town

Please list your Web URL and Social Media Handles.

Please email an .eps of your logo by August 1.







Full payment due Friday, Oct, 13, 2023

Make checks payable to: ChristmasVille
PO Box 11377, Rock Hill, SC 29731

☐ Check attached ☐ Invoice

☐ Credit Card (fees apply)

Signature

Special Notes

Festival Contact

QUESTIONS?

Allison Cleveland, Executive Director
ChristmasVilleRockHill@gmail.com

