



# 2023 SPONSORSHIP OPPORTUNITIES

## Christmas Stroll, November 25th

Celebrate the holidays in Old Colorado City! Get your photos with Santa, meet his reindeer. Enjoy Dickens Carolers, street entertainment, live concerts, & more.

### Presenting Sponsor - \$1,295

- Name on all printed and digital event materials: "Christmas Stroll brought to you by (name of business)"
- Logo on the following event materials: posters\*, event maps\*, email promotions
- Logo with link to sponsor's website on OCCA's website event page
- Inclusion all ads: print\*, radio\*, and/or TV\*: "Brought to you by (name of business)"
- Inclusion in 3 social media posts
- 10'x10' booth space at Bancroft Park and/or opportunity to display a 3'x10' banner in Bancroft Park. (Banner not included)

### Photos with Santa Sponsor - \$995

Weekends, November 25th - December 23rd

- Logo on the following event materials: posters\*, email promotions
- Logo with link to sponsor's website on OCCA's website event page
- Inclusion in 3 social media posts
- 10 Photos with Santa Coupons
- Opportunity to display a 3'x10' banner at Santa's Cabin From Nov 25-Dec 23. (Banner not included)

### Live Concert Sponsor - \$350

- Inclusion of logo on all concert promotions: Event poster\*, Email promotions
- Logo with link to sponsor's website on OCCA's event page and in email promotions
- Social media mention on the FB event page

### Sole Concert Sponsor - \$995

- Sole promotion on all above perks and announcement during concerts: "Christmas Concerts brought to you by (name of business)"
- 10'x10' booth space at Bancroft Park and/or opportunity to display a 3'x10' banner in Bancroft Park. (Banner not included)

### Dickens Carolers Sponsor - \$495

- Inclusion of logo on all concert promotions: Event poster\* and email promotions
- Logo with link to sponsor's website on OCCA's event page and in email promotions
- Social media mention on the FB event page
- Carolers perform at your location.
- Social media and email special mention: "Carolers brought to you by (name of business)"

### Street Entertainment Sponsor - \$295

- Inclusion of logo on all concert promotions: Event poster\* and email promotions
- Logo with link to sponsor's website on OCCA's event page and in email promotions
- Social media mention on the FB event page

### SPONSORSHIP DEADLINES:

\* Print materials will be ordered early to ensure best promotion. To be included in the printed poster, print ads, radio and/or TV, the payment and logo deadline is **September 20, 2023**. Late payment will include digital promotion only. Full payment is due for all sponsorships is no later than **November 6, 2023**.

Questions and sponsorship purchases - please email [marketing@shopoldcoloradocity.com](mailto:marketing@shopoldcoloradocity.com)

