



2024 Sponsorship Opportunities

Christmas Stroll: November 30th

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 - \$950

- Name on all printed & digital event materials: "Christmas Stroll brought to you by (name of business)"
- Logo on the following event materials:
posters*
email promotions
- Logo with link to sponsor's website on the OCCA 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)

Dickens Carolers Sponsor - \$495

- Inclusion of logo on event poster*
- Social media and email website promotion: "Carolers brought to you by (name of business)"
- Logo with link to sponsor's website on the OCCA event page and in email promotions
- Inclusion in social media event page
- Carolers perform at your location

Street Entertainment Sponsor - \$295

- 3 sponsorships available. The more sponsors, the more street entertainers we can hire.
- Inclusion of logo on event poster*
- Logo with link to sponsor's website on the OCCA event page and in email promotions
- Inclusion in social media event page



Photos with Santa Sponsor - \$995

Weekends, November 30th - December 22nd

- Logo on posters* and email promotions
- Logo with link to sponsor's website on all the OCCA website event pages from 11/30-12/22
- Inclusion in 3 social media posts
- 10 Photos with Santa Coupons
- Opportunity to display a 3'x10' banner at Santa's Cabin from 11/30-12/22 (Banner not included)

SPONSORSHIP DEADLINES:

* Print materials will be ordered early to ensure best promotion. To be included in the printed posters, print ads, radio and/or TV, the payment and logo deadline is **September 23, 2024**. Late payment will include digital promotion only.

* Full payment for all sponsorships is due no later than **October 26, 2024**.

* For questions and sponsorship purchases - please email marketing@shopoldcoloradocity.com