



SPONSORSHIP OPPORTUNITIES

Downtown in December presented by Allegacy, is a month-long holiday celebration highlighting and promoting, shopping, dining and a variety of activities throughout the center city to get you in the holiday spirit. In light of our current climate, there's never been a greater need to provide a sense of community and warmth during the holiday season. We hope you will join us in providing a festive holiday experience for the greater Greensboro community!

SONIC FOREST SPONSOR | \$50,000 **SOLD**

"Sonic Forest" is a multi-sensory, interactive installation that is composed of 16 "trees" (columns 8 ft. tall by 10 in. in diameter). Touching the electronic trees triggers a series of events from an original score of melodic tones, environmental sounds, and spoken or whispered expressions to an ever changing color palette of LED lights. Sonic Forest will be a walk-thru family experience for the entire month of December. Sponsorship will include press release mention and logo placement on signage, website, social media, and advertisements.

TINSEL TOWN SPONSOR | \$5,000 **SOLD**

Tinsel Town will feature 50 uniquely decorated trees. Intended to promote community, trees will be purchased and decorated by a local corporation, group, non-profit or family. Tinsel Town will be featured the entire month of December for nightly family-friendly walk-thrus. Sponsor money of Tinsel Town will cover security for the month and prize money for the winning tree design voted on by the community. Sponsorship will include press release mention, and logo placement on signage, website, social media, and advertisements.

SANTA AT THE CAROLINA THEATRE SPONSOR | \$5,000 **SOLD**

To be held three weekends in December, 2020's visit with Santa will be socially responsible. Advanced reservations, a plexi-glass screen... but still free for the community. Sponsorship will include press release mention and logo on signage, website, social media, and advertisements.

PEPPERMINT ALLEY | \$3,500 **SOLD**

Take a walk along Peppermint Alley and enjoy festive family-friendly holiday decorations. It's a selfie-lovers dream! Sponsorship will include logo placement on signage, website, and social media.

BALLOON REGATTA SPONSOR | \$2,500 (three available) **SOLD**

No holiday parade this year... but we still have our famous big balloons and local holiday talent! December 12th and 13th, visitors to the center city will drive-thru a Balloon Regatta featuring our most famous parade balloons and live entertainment, like the N.C. A&T Gospel Choir, Greensboro Ballet *Nutcracker* performers, Greensboro Symphony, Community of Theatre of Greensboro *Wizard of Oz* actors, Triad Stage A *Christmas Carol* actors, Disney princesses and Strolling Carolers. The Regatta route will begin at Greensboro Children's Museum and run down Church Street to the Depot. To drive home the Regatta theme, visitors will be encouraged to decorate their cars in their holiday finest. Sponsorship will include press release mention, and logo placement on signage, website, social media, and advertisements.

LIGHT THE NIGHT SPONSORS | *see back page for sponsorship levels*

To be held December 4th and 5th, Light the Night is a 2020-friendly version of our traditional Festival of Lights. This two-night event will include some of our holiday favorites like the UNC Greensboro Horn Choir, Greensboro College Jazz Performers, Stiltwalkers, and Silver Drummer Girl, as well as a festive show of laser lights on the MLK Parking Lot wall near our new Greensboro Selfie Mural. Sponsorship recognition varies by level (see back page).

LIGHT THE NIGHT SPONSORSHIP LEVELS

DECEMBER 4 + 5, 2020

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	BRILLIANCE \$5,000	ILLUMINATION \$2,500	RADIANT \$1,000
LOGO ON LASER LIGHT SHOW	X		
MENTIONED IN PRESS RELEASE	X		
LOGO/COMPANY NAME IN SPECIAL EVENT EMAIL <i>(reach over 6,000 people)</i>	X	X	X <i>(company name only)</i>
LOGO/COMPANY NAME PLACED ON SIGNAGE	X	X	X <i>(company name only)</i>
LOGO/COMPANY NAME ON WEBSITE	X	X	X <i>(company name only)</i>
DEDICATED SOCIAL MEDIA MENTIONS	4	2	1

Number of Sponsorships Available: 3 Brilliance, 3 Illumination, 5 Radiant