



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!

TINSEL TOWN SPONSOR | \$5,000 *(three available)*

Tinsel Town will feature up to 100 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 BILTMORE SPONSOR | \$5,000

To be held three weekends in December, 2021'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.

MERRY MADNESS PASSPORT | \$4,000

What will you find in #DGSO this holiday season? Downtown Greensboro is full of unique, locally-owned restaurants, bars, and shops. After spending \$25 or more in a downtown business, participants can upload a photo of their signed receipt to be entered into a weekly drawing for \$500. Additionally, the represented business on the receipt will also receive \$500. Contest will run 4 weeks — Nov. 27-Dec. 24. Sponsorship will include logo placement on signage, website, the digital app, and social media.

HOLIDAY PARADE BALLOON HANDLERS | \$500 *(ten available)*

The Greensboro Holiday Parade has been a downtown tradition for over 40 years. The parade features huge Macy's-style balloons and is one of the few parades in North Carolina to feature these great attractions. Hold one of our Macy's-style balloons and advertise your business! This is a great team bonding opportunity for your firm... wear your company shirts proudly while walking the Cat and the Hat, the Grinch, Santa, Gumby, the toy soldier, Madagascar penguins, and more throughout Downtown Greensboro.

FESTIVAL OF LIGHTS SPONSORS | SEE BACK PAGE

The festival of lights has been a holiday tradition for more than 30 years. Each year, the festival includes holiday favorites like the community sing-along, lighting of the community tree in Center City Park, and carolers and acoustic performances along Elm Street. Enjoy a laser show at the corner of MLK and S. Elm Street, find Santa in Hamburger Square, and roast marshmallows along the way! Sponsorship will include press release mention, and logo placement on signage, website, social media, and advertisements.



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FESTIVAL OF LIGHT LASER SHOW | \$5,000 *(three available)*

A festive show of laser lights on the MLK Parking Lot wall near our new Greensboro Selfie Mural. This will surely be a huge hit during Festival of Lights on December 3rd. Sponsorship will include press release, social media mentions, signage at the event and logos included in the laser show.

LIGHT THE NIGHT ICE SCULPTURE | \$1,000

Our traditional Festival of Lights ice sculpture is the perfect selfie backdrop. Sponsorship will include signage at the sculpture.

AREA SPONSORS

Your company logo will be featured at one of our traditional Festival of Lights activations.

Santa in Hamburger Square | \$2,500

Karaoke in the Southend | \$2,500

Hamburger Square Snow | \$1,000

Sumo Santas | \$1,000

Kids Krafts | \$1,000

Marshmallow Roasting/Hand Warming Stations | \$500 per station (four stations total)

PERFORMERS

Sponsor our most popular Festival of Lights characters. Sponsorship will include signage at each performer's location along Elm Street.

Disney Princesses and Superheroes | \$3,000

Imagine Circus (stiltwalkers and strolling entertainers) | \$3,000

Season's Best Carolers | \$1,500

Silver Drummer Girl | \$1,000

Tyca the Clown | \$750

GENERAL PERFORMANCE SPONSORSHIP | \$500 *(12 available)*

Your company logo will be included at any one of the remaining performers along Elm Street. In the past, these performers have included Farewell Friends, UNCG Horn Choir, Jessica Mashburn, Finn Phoenix, and Zinc Kings.