

44 Nights Of Events

2021 CHRISTMAS IN MARBLE FALLS SPONSORSHIP OPPORTUNITIES





CHRISTMAS IN MARBLE FALLS

There's no hibernating in these hills. When the weather cools, it's time for celebrations.

The Marble Falls Walkway of Lights is a can't-miss Hill Country tradition. And newer additions such as Breakfast with Santa and the real ice, Winter Ice Skating Rink help round out the season.

Head out to Texas, and stop in the middle.

If you follow the Colorado River into the heart of the Texas Hill Country, you'll find yourself in Marble Falls. Founded in 1887, our historic lake town is a welcoming destination for adventures on land and lake alike. Our charming and walkable Downtown boasts an inspired and independent array of culinary and retail surprises. And Marble Falls' surroundings are punctuated by state parks, natural wonders, and dozens of local wineries.

Marble Falls is brimming with local businesses ready for you to explore. Our Downtown District is lined with dozens of independent storefronts. The unexpected is everywhere — boutique art galleries, distinctive architecture, and sweets shops with just the right treat. From local food and handmade goods to the performing arts and seasonal festivals, there's something for everyone. So take a stroll through the heart of Marble Falls. We're sure you'll find something to take home.



MARKETING APPROACH

On a typical day, Americans spend an average of 3.6 hours on the internet for personal use. Within those 3.6 hours, they spend an average of 1.2 hours on social media and 30 minutes reading online.**

Strategies

- The landing page is the cornerstone of all our marketing efforts. The site will be visually appealing and currently welcomes 40K visitors per month.
- Embracing new branding with professional and user-generated photography including specific photos of memory-making moments such as ice carving, a child's first-time ice skating, and the reflection of the lights off the water.
- Use traditional advertising, such as print, along with heavy digital media to spread the word to potential attendees that we are a perfect place to celebrate the season.
- Launch a wide variety of Social Media campaigns to our combined 36,500+ followers.
- SEM: Lead Generation for anyone searching for a Texas Vacation, holiday events, and Christmas to-dos.
- Employ a diverse set of tactics to create a PR push throughout the season to increase awareness and to positively position us in the media within the consideration set for key audiences.
- Customized Audience Targeting focusing on-site traffic with First and Third Party Audience Insights - focusing on increased site traffic, expanding to a regional audience
- Lead capture program - As people purchase tickets for the Ice Skating Rink, a leads program will be developed to create and drive traffic to events throughout the year.
- Utilizing content marketing not to promote the brand yet to stimulate specific hyper-targeted interest in our area resulting in a higher economic impact and specific niche event promotion.

WHO ARE THEY?

Are your visitors who you think they are? We utilize tourism studies to narrow down and establish our ideal target markets.



75% travel to the Hill Country for leisure



25% travel to the Hill Country for business



84% travel to the Hill Country by car



16% travel to the Hill Country by air



1.86 days - average length of stay



\$123.80 - average spend per person per day



416 miles (5-6hours) - average distance traveled



Average Age - 46.5 years



Average Household Income: \$98K+



Children in Household: 32.6%



Within Texas: Houston, Dallas/Fort Worth, San Antonio

<https://travel.texas.gov/>

**2015 MMGY Global Portrait of American Travelers

GET MORE FOR YOUR SPONSORSHIP DOLLAR

Becoming a 2021 Christmas in Marble Falls Sponsor means brand exposure at all of these cheerful holiday events!

01

Light Up Parade

The Marble Falls Parks and Recreation team kicks off the Christmas celebrations with the annual Christmas Light-up Parade. This local favorite brings thousands to Main Street.



02

Walkway of Lights

Beginning November 19th, and going through January 1st, Walkway of Lights will be open nightly from 6pm-10pm, weather permitting. That is 44 nights of brand exposure in Lakeside Park as locals and visitors celebrate the holidays with over two million lights. Over 44K visited in 2020.



03

Winter Ice Skating Rink

Set for November 19 to January 1, this new holiday memory maker, The Winter Ice Rink attracts hundreds of visitors, skaters, and spectators to share in our town's holiday spirit. The 3500 square foot real ice rink is the perfect place to showcase your business. Over 44K visited in 2020.





04

Breakfast with Santa

Locals and visitors celebrate the holiday season with family and friends while enjoying a morning full of spectacular Christmas cheer! Festivities include a catered breakfast, photographs with the beloved Santa Claus, holiday music, and fun activities for the kids. 100+ total guests expected.

Christmas Market on Main

Shoppers explore 50+ vendors and Downtown Marble Falls' boutiques, restaurants, breweries and wineries. This one day event has an average attendance of 1200+ and is the perfect way to reach a different target market.

05



06



Christmas Movies in the Park

As a sponsor of this series, your business will support a community event that offers the citizens and visitors the opportunity to gather together, experience the park, and enjoy the season. These events are free ensuring that everyone has the opportunity to attend.

Downtown Activities

With over 100 activities scheduled throughout the Downtown District over the 44 nights, your business will gain interest from others who may not attend the Lakeside Park events. Activities include Christmas Market on Main, Ice Sculpture, Holiday Beer Burros and more!

07



INVESTMENT

This Christmas Season, we're aiming to create magic. Beginning November 19, we are planning to host a 44 nights of events throughout the Downtown District and Lakeside Park. However, we think our efforts would go even further with your help as our official corporate sponsor. In this role, your business would provide funding, and in turn we would promote your company as the event's supporter. With local supporters like you by our side at this event, we're sure to serve Marble Falls and Burnet County well. Thank you for your consideration.

| | Presenting | Platinum | Gold | Silver | Bronze |
|--|------------------|-------------------|------------------|----------|---------|
| Investment Amount | \$20,000 | \$10,000 | \$3,000. | \$1,500. | \$500 |
| Quantity Available | One | One | Five | Ten | fifteen |
| Lakeside Park Events Presenting Sponsor | ✓ | | | | |
| Business Name on Winter Ice Rink Wristbands | ✓ | | | | |
| Exclusive market research into the target customer | ✓ | | | | |
| Direct access to ideal customer profile (ICP) data | ✓ | | | | |
| Post Event Lead Generation | ✓ | | | | |
| Name on Staff Shirts | ✓ | ✓ | | | |
| Placement of Logo on Press and Media Releases | ✓ | ✓ | | | |
| Special Recognition During Lakeside Park Nightly Events | ✓ | ✓ | | | |
| Private Party at the Winter Ice Skating Rink | ✓ Two | ✓ One | | | |
| Sculpture Recognition, including individual signage | ✓ | ✓ | ✓ | | |
| Individualized space in the Christmas Save Big Guide | ✓ | ✓ | ✓ | | |
| Individualized signage at the Winter Ice Skating Rink | ✓ | ✓ | ✓ | | |
| Logo on Printed Marketing Material** (Event Poster, Flyers, & District Wayfinding Signage) | ✓ First Position | ✓ Second Position | ✓ Third Position | | |
| Logo Listed on Landing Page with Click-Through | ✓ First Position | ✓ Second Position | ✓ Third Position | ✓ | ✓ |
| Tickets to the Winter Ice Skating Rink | ✓ Fifteen | ✓ Ten | ✓ Eight | ✓ Six | ✓ Two |
| Sponsor Listing within the Christmas Save Big Guide | ✓ First Position | ✓ Second Position | ✓ Third Position | ✓ | ✓ |
| Option to Greet Attendees & Distribute Marketing Material | ✓ | ✓ | ✓ | ✓ | ✓ |
| Post-event Recognition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on Sponsor Signage at all Events | ✓ | ✓ | ✓ | ✓ | ✓ |
| | | | | | |

**If signed up by November 8, 2021