

# Sponsor Benefits

For all events – Light Parade, Christmas Parade, Courthouse Lighting, Acker Night, Christmas Village & ChristkindlMarket and the New Year's Eve Boot Drop

Business name mentioned on all radio ads for all events (Seven radio stations)

Logo on print ads (Prescott Woman, Prescott Living, Prescott Now, Daily Courier and Phoenix New Times)

Logo on banners around town

Logo on television & videos

Your banner displayed at events (to be supplied)

4 V.I.P. Passes to Christmas Kick-Off Gala, Boot Bash & Lights Out Party

Stage mentions at events

10 x 10 booth at any one event

Logo on posters displayed around town

Social media thank you post

Business name listed on event websites

Business name mentioned in all press



Don't see a sponsor package that fits your company? Let us customize one for you!





# Sponsorship Agreement

Company Name:		
Type of Company:		PRESCOTT, AZ
Company Address:		
City:	State:	Zip:
Company Phone: ( )	E-mail:	
Primary Contact Information for Fulfillment Pu	ırposes:	
First Name:	Last Name:	
Position:		
Cell Phone:	E-mail:	
\$2,500 The Lightbulb	Custom	Please make all checks payable to:
\$5,000 The Ornament		Prescott Chamber of Commerce Foundation
\$10,000 The Sleigh	0'x10' booth	Cash or checks may be mailed to:
1 S / S UUU I DA Star	ny one event ed in \$5,000	Prescott Chamber of Commerce Attn: Sheri Heiney
	nd up levels.	117 W. Goodwin St. Prescott, Arizona 86303
,	•	w to solidify the terms of the sponsorship agreement. or to the first event date. All advertising materials due
Company Authorized Signature:	AZ	Christmas City Event Authorized Signature:
Date:	Dat	e:

Arizona's C

A sales representative will contact you within 24 hours. Thank you for your support!

Prescott's Holiday Light Parade & Bonfire Prescott's Christmas Parade & Courthouse Lighting Acker Night Live Music Extravaganza Prescott's Christmas Village & ChristkindlMarket



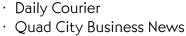


# Newspaper Advertising

5th Annu Live Music

A SIGNA TIGM





Whiskey Row Boot Drop PRESCOTT, AZ <mark>Party Starts at 7:</mark>30PM FOOD \* PRIZES \* FIREWORKS \* ENTERTAINMENT \* LIVE MUSIC





### Magazine Advertising

Full-color and dynamic, ads are placed over a four-month period in these popular local publications. A value of more than \$60,000.

- · Prescott Living
- · Prescott Now
- · Prescott Woman
- · Your Home 1st



#### Direct Mail Advertising

Between American Mailer and Val-Pak, both November and December issues reach more than 250,000 households at a value of more than \$6500.00.

- · American Mailer
- · ValPak







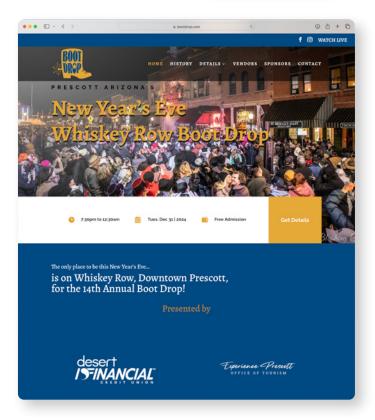
#### Website & Social Media

Digital ads will be placed on local online newspapers and on the two main holiday websites for Arizona's Christmas City and Whiskey Row Boot Drop. Online media record impressions of more than 2 million viewers in a month.









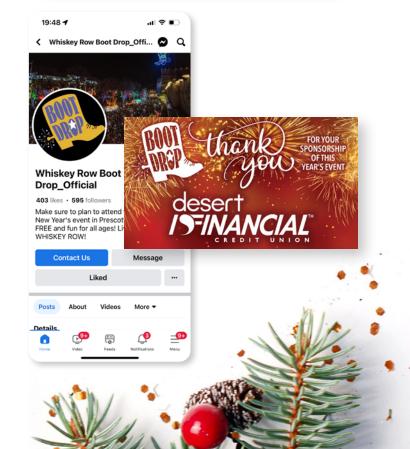
- · Bootdrop.com
- · ArizonaChristmasCity.com
- · dcourier.com
- · Phoenix New Times
- · Signals AZ
- · Facebook/Instagram
- · Quad Cities Business News
- · Copper State











## Posters & Signage

Street banners are amazing little billboards that are placed around the Quad Cities area promoting each of the events with your logo on all of them. The banners rotate out throughout the month of November and December. The four large kiosks around the square are also used to promote all the Christmas events. In addition, posters are distributed throughout the communities in local businesses.

- · Street Banners
- Posters
- · Kiosks on Courthouse Plaza

















# Stage, Swag & Stage Mentions

As a Presenting Sponsor your name will be mentioned anytime there is an opportunity from the stage at each of the events. You will also be visibly promoted on the handout swag at the Boot Drop and on the large banners that border the new stage. A slide show which displays sponsors logos is also shown at the Boot Drop and this is also used on the live stream of the event, which has approximately 4000+ viewers.

- · Stage Banners
- · Parade Banners
- · Event Banners
- · Commemorative Hats

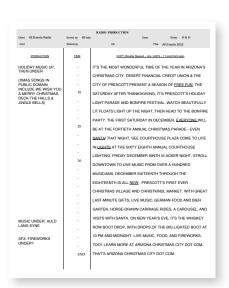


#### Television & Radio

Three :30 Second spots will be created and placed on local Sparklight Cable and on more than 20 channels. Radio spots begin mid-November 14 on Magic 99.1 KTMG FM, 92.9 KAFF FM, 97.9 KZGL FM, 93.9 KMGN FM, Arizona Shine 103.9 FM & 1450 AM, KPPV 106.7FM, KQNA 1130AM, KDDL, JACKFM 94.7FM, and JUAN 107.1FM. Collectively more than 10,000 spots aired. AZTV will also do live interviews with members of the Arizona Christmas City group and sponsors are mentioned.







#### **Press**

We include presenting sponsors in all articles and press release distributed locally and throughout the state.



Prescott's Holiday Light Parade & Bonfire Festival
Prescott's Christmas Parade & Courthouse Lighting
Acker Night Live Music Extravaganza
Prescott's Christmas Village & ChristkindlMarket
New Year's Eve Whiskey Row Boot Drop

#### ArizonaChristmasCity.com

