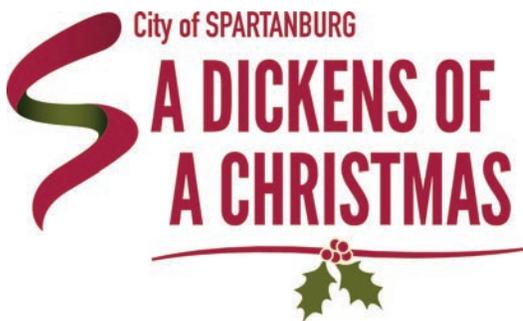


# DICKENS OF A CHRISTMAS SPONSORSHIP OPPORTUNITIES

# 2015



City of SPARTANBURG

# A DICKENS OF A CHRISTMAS

*Tuesday,* DECEMBER 1, 2015

6-9 PM

STREETS OF DOWNTOWN SPARTANBURG



**Purpose:** Dickens of a Christmas is a community tradition that signals the start of the Christmas season. The event is traditionally held on the Tuesday following Thanksgiving.

**Attendance:** Eight to ten thousand people fill the streets of downtown Spartanburg

**Cost:** The event is free. Hot Chocolate, cider and food are available for purchase. There's also lots of great shopping in the many downtown shops.

**Attractions:** Starting with horse-drawn carriage rides around Richardson Park, there is a progression of family activities — from living windows and chestnuts roasted over an open fire, to strolling carolers singing old standbys, food vendors and Santa Claus. The highlight of the evening is always the lighting of Spartanburg's official Christmas tree at 7:30 pm. The tree lighting event is presented by Denny's, with entertainment provided by The Spartanburg Community Band.



# DICKENS OF A CHRISTMAS BENEFITS DETAIL

The following is a list of benefits available to Dickens of a Christmas Sponsors. Check the listing for Sponsorship Opportunities to see what level you will receive as a sponsor.

## ON SITE RECOGNITION

**Banner placement at event**

**Exhibit Space** - On-site space set aside to showcase and exhibit your product or service. A tent, tables, and chairs are provided to our sponsors

## ADVERTISING

**Radio** - Cross-section of paid & promotional radio support.

**Television**

- Cross-section of paid & promotional television support
- Logo placement on "slides" advertising Dickens on the City Channel, Charter Cable Channel 14

**Newspaper** - Cross-section of paid & promotional newspaper support.

**Social Media**

- Logo with hot link on festival website: ([www.spartanburgdickens.com](http://www.spartanburgdickens.com))
- Inclusion on Facebook & Twitter
- Email blasts to approximately 1000

**News Releases**

- Sponsor recognized in news releases distributed to local media outlets

## PRINTED MATERIALS

**Posters/Flyers** - Approximately 1000 distributed in the Spartanburg community

**Rack Cards** - 1000 rack cards placed in three SC Welcome Centers and in local hotels

**Festival Handout** - Sponsor recognition in the festival guide distributed to attendees



# DICKENS OF A CHRISTMAS SPONSORSHIP OP-

## PRESENTING SPONSOR **\$5,000 Investment**

The Presenting Sponsor will be offered the highest level of visibility and exposure to thousands of visitors who attend Dickens of a Christmas. In addition, the sponsor's name will be presented to the hundreds of thousands of households reached through the advertising and public relations effort. "Dickens of a Christmas," presented by (Your Name Here)"

## GOLD PATRONS **\$2,500 Investment**

Our Gold Patrons have an opportunity to connect with the 8,000+ visitors attending Dickens of a Christmas through available exhibit space at the festival as well as recognition onsite and through the event advertising program.

## SILVER PATRONS **\$1,000 Investment**

Our Silver Patrons will be recognized for their generosity with exhibit space, stage announcements and through banner placement at the park.

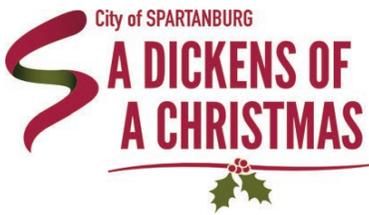
## FRIENDS OF DICKENS **\$500 Investment**

This category is for the community-minded businesses or individuals who love the wonderful event and want to help keep it going with a generous donation. Our Friends will have their names listed in the event program.

## MEDIA SPONSORS

Dickens needs the assistance of our local media to help publicize this fun-filled event. Media agencies will be credited with the same benefits as cash sponsors with the exception of the Presenting Sponsor. Will you be a part of this holiday celebration?

# AT A GLANCE BENEFITS

 <b>BENEFIT</b>	Presenting Sponsor <b>\$5,000</b>	Gold Patron <b>\$2,500</b>	Silver Patron <b>\$1,000</b>	Friends of Dickens <b>\$500</b>
	Dickens Presented by...	Name		
Television Spots to feature..	Yes			
Radio Spots to feature...	Yes	Yes		
Exhibit Space at Event	Negotiable	10x20	10x10	
Print Advertising	Logo	Logo		
Printed Materials	Logo	Logo	Logo	
On-Line Media	Logo	Logo	Logo	
News Releases	Name	Name	Name	
On Site Banner(s)	Yes	Yes	Yes	
Event Signage	Logo	Logo		
Event Program/Handout	Logo	Logo	Logo	Logo or Name

