



*Tuesday,* **DECEMBER 7, 2021**  
**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:** 20,000+ 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 and from the artisans in the Christmas Market.

**Attractions:** Starting with horse-drawn carriage rides around Richardson Park, there is a progression of family activities — from living windows to strolling carolers singing, 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 qualifying sponsors.

## ADVERTISING

### Online Media

- Logo with hot link on festival website: ([www.spartanburgdickens.com](http://www.spartanburgdickens.com))
- Inclusion on Facebook & Instagram.
- Email blasts to approximately 1K+.

**Snap Chat Filter** - Sponsor Logo included in event filter.

## PRINTED EVENT COLLATERAL

**Posters/Flyers** - Approximately 500 distributed in the Spartanburg community.

**Festival Handout** - Sponsor recognition in 5k+ festival guides distributed to attendees.



# DICKENS OF A CHRISTMAS SPONSORSHIP OPTIONS

## 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)."

## CARRIAGE OR TRAIN SPONSOR **\$3,500 Investment**

Our Carriage/Train Ride Sponsor has an opportunity to connect with the thousands of visitors attending Dickens of a Christmas by providing carriage/train rides to our visitors. A banner with the Sponsors name and Logo will be displayed on our horse drawn carriages & their logo will also be included through the event advertising program.

## CHRISTMAS SPIRIT SPONSOR **\$2,000 Investment**

Our Silver Patrons will be recognized for their generosity with stage announcements and through banner placement.


## FRIENDS OF DICKENS **\$1,000 Investment**

This category is for the community-minded businesses or individuals who love this 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.

# AT A GLANCE BENEFITS

	Presenting Sponsor \$5,000	Carriage or Train Sponsor \$3,500	Christmas Spirit Sponsor \$2,000	Friends of Dickens \$1,000
 <b>BENEFIT</b>				
Dickens Presented by...	Name			
Logo on Snap Chat Filter	✓			
Exhibit Space at Event	10X20	10X10		
Printed Event Collateral	Logo	Logo	Logo	Logo
Online Media	Logo	Logo	Logo	
On Site Banner(s)	✓	✓		
Carriage Ride Banners		Logo & Name		
Event Signage	Logo	Logo		
Event Program/Handout	Logo	Logo	Logo	Name

