



Dear Sponsor:

Celebrating Christmas in Davidson has been an annual tradition since 1988. No other area event is as well attended or generates as much community goodwill as Christmas in Davidson. This is the largest and most popular event in Davidson, drawing crowds of over 30,000+ people from all over the region for three magical nights of holiday celebration in beautiful downtown Davidson.

Santa and Mrs. Claus, strolling carolers, downtown video mural, a live nativity, roving holiday characters, festive food, live music, street performers and so much more.

One of the most important elements in the success of Christmas in Davidson has been the strong show of support from the community. Large companies, area businesses and local residents give their time, effort and pledges of sponsorship to ensure Christmas in Davidson is a great success year after year.

The Town of Davidson is currently seeking sponsorships for the 2023 Christmas in Davidson. Sponsorship of this event and others like it provides tangible marketing results and endears companies and businesses to their community.



Enclosed you will find details on the event and the opportunities and benefits of several levels of sponsorship. Please fill out the enclosed form and return along with your payment to the Town of Davidson. In order to ensure your inclusion in all printed materials for the event, please return the sponsorship form by **October 1, 2023**. We greatly appreciate to support of this worthwhile community event.

If you have any questions or need further information, please contact event coordinator **Tina Gibson** at **704-995-2968** or by email at **tgibson@imaginemusicgroup.com**.

Sincerely,

Kim Fleming
Economic Development Manager
Town of Davidson

Tina Gibson
Christmas in Davidson Event Coordinator
Imagine Music Group



College Town. Lake Town. Your Town.

For more information: www.christmasindavidson.com



Sponsor Opportunities

PRESENTING SPONSORSHIP \$5000 (three (3) available)

- * Exclusive Presents (ie: *Christmas in Davidson* proudly presented by (Your Company))
- * Company logo featured in video mural on the side Downtown Davidson businesses. Shows run on the hour and half hour nightly during the event, reaching over 30,000
- * Company included in all radio promotional spots
- * Logo inclusion as presenting sponsor in print advertising
- * Prominent logo placement on event posters
- * Prominent logo placement on event website
- * Link to company website on event website
- * Social media acknowledgment (including logo) at various times beginning one month prior to event
- * Prominent logo placement on Event Banner displayed on the Village Green
- * Prominent logo placement on "Thank You" sign at Information Booth



ACTIVITY SPONSORSHIP \$1500 (four (4) available)

- * Exclusivity as sole sponsor for one of the following activities:
 - * Carousel at South Main Street
 - * Village Green Entertainment Stage
 - * South Main Square Entertainment Stage
 - * Four (4) Trolley Shuttles used throughout town
- * Company logo on the banner for the sponsoring activity
- * Logo inclusion in print advertising
- * Logo placement on event posters
- * Logo placement on event website
- * Link to company website on event website
- * Social media acknowledgment at various times beginning one month prior to event
- * Logo placement on Event Banner displayed on the Village Green
- * Logo placement on "Thank You" sign at event information booth



ELF SPONSOR \$500

- * Name inclusion in print advertising
- * Name inclusion on event posters
- * Name placement on event website
- * Link to company website on event website
- * Name placement on Event Banner displayed on The Village Green
- * Name placement on "Thank You" sign at the event information booth



REINDEER SPONSOR \$250

- * Name inclusion on event posters
- * Name placement on event website



Sponsorship Form

We offer two (2) ways of submitting your sponsorship forms:

1. An electronic application and credit card payment submission are available online at www.christmasindavidson.com click on the "Sponsorship" tab OR
2. Complete this hard copy application and mail it along with payment in full to:
 Town of Davidson, Attn: Kim Fleming
 P.O. Box 579
 Davidson, NC 28036

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Email _____ Phone _____

Christmas in Davidson Sponsor Levels *(please check the sponsorship level of interest)*

- Presenting Sponsorship (\$5,000) **Only 3 available!**
- Activity Sponsorship (\$1,500) **Only 4 available!**
Please select one of the below activities:
 - Carousel at South Main Square
 - The Village Green Entertainment Stage
 - South Main Square Entertainment Stage
 - Trolleys
- Elf Sponsorship (\$500)
- Reindeer Sponsorship (\$250)

DEADLINE FOR SPONSORSHIP: October 1, 2023

Completed form must be accompanied by payment in full in order to be included in all benefits listed in selected sponsorship category.

Questions

Please feel free to contact Tina Gibson, Christmas in Davidson Event Coordinator with any questions at 704-995-2968 or tgibson@imaginemusicgroup.com.

THANK YOU FOR YOUR PARTICIPATION!

For more information:
www.christmasindavidson.com

