

# EXETER CHRISTMAS FESTIVAL

NOVEMBER 17-19, 2017

## SPONSORSHIP FORM

### BUSINESS INFORMATION

Business / Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City / Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

*Payment will be accepted by cheque or cash only. Cheques payable to the "Exeter BIA".*

### SPONSORSHIP LEVEL

*Review "Sponsorship Opportunities" enclosed. Please check the box beside the sponsorship level you choose.*

SANTA - \$750

ELF - \$250

MEDIA (in-kind)

REINDEER - \$500

SNOWMAN - \$50

PRINT (in-kind)

FOOD / BEVERAGE (in-kind)

*Please note, sponsorship levels & events will be selected on a first come, first serve basis.*

### CONTACT US

*To learn more about sponsorship opportunities available, please contact one of the following:*

**Brittany Wise**

Exeter BIA Manager

p: 226-423-3028

e: [brittany@exeterbia.com](mailto:brittany@exeterbia.com)

**Gar Penhale**

Exeter Lions Club, Parade Co-Chair

p: 519-670-1753

e: [garpenhale@hotmail.com](mailto:garpenhale@hotmail.com)

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## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	SANTA \$750	REINDEER \$500	ELF \$250	SNOWMAN \$50
<b>PRE-EVENT PROMOTIONS</b>				
Logo recognition on poster (150 copies)	x SANTA Level	x REINDEER Level	x ELF Level	Written only
Logo recognition on postcard (1000 copies)	x SANTA Level	x REINDEER Level	x ELF Level	
Logo recognition on print advertising	x SANTA Level	x REINDEER Level	x ELF Level	
Verbal recognition on radio ads	x SANTA Level			
Verbal recognition at Exeter Hawks home games leading up to event weekend	x SANTA Level			
Pre & post event news releases (x3 minimum)	x SANTA Level	x REINDEER Level	x ELF Level	
Recognition on BIA social media (Facebook & Twitter) + Facebook event	x General x Individual (x2)	x General x Individual (x1)	x General x Individual (1)	x General only
<b>ON-SITE RECOGNITION</b>				
Logo recognition on event signage	x SANTA Level	x REINDEER Level	x ELF Level	
Opportunity to provide signage to be displayed on-site at events	x Each Event	x Indoor Events Only		
Recognition on digital billboard (Main & Thames Rd)	x SANTA Level + 2 months FREE	x REINDEER Level + 1 month FREE	x ELF Level	
Verbal recognition on-site at events	x SANTA Level	x REINDEER Level	x ELF Level	
Verbal recognition at Exeter Hawks home games during event weekend	x SANTA Level	x REINDEER Level		

## IN-KIND SPONSORSHIP OPPORTUNITIES

Sponsorship benefits for the following in-kind opportunities will be negotiated based on the value of the support.

### MEDIA SPONSORS

To provide in-kind pre-event advertising as well as pre & post event news coverage.

### FOOD / BEVERAGE SPONSORS

To provide hot beverages & snacks to event participants & volunteers.

### PRINT SPONSORS

A business (or businesses) to provide printing support for:

- Posters (250 copies)
- Postcards (5,000 copies)
- Event Signage (x 5)

**CONTACT US!** Santa Claus Parade Co-Chair at 519-670-1753 | Exeter BIA Manager at 226-423-3028