



## 39 North Pole Village Sponsorship Opportunities

Downtown Sparks will become a sparkling winter wonderland as 39 North Downtown hosts the **4<sup>th</sup> Annual North Pole Village**. This holiday light festival features thousands of twinkling lights, holiday shopping booths, great food, family fun and holiday cheer. The event is December 6 through December 8, 2018.

More than 15,000 people are expected to attend. Santa will also be there to take requests and read special letters he has received to make this a truly special holiday celebration. Sponsoring 39 North Pole Village is a great way to show your community support while also helping provide the community with a FREE family event to celebrate the holidays.

*There are a wide variety of sponsorship and branding opportunities for companies, and we are always happy to create custom packages to help meet sponsor needs. Thank you for considering our sponsorship request!*

### All sponsorships include:

- ❄️ 10x10 Booth Space
- ❄️ Recognition on welcome signs.
- ❄️ Recognition on the event schedule distributed through social media and posted at the event.
- ❄️ Opportunity to hang up to 3 banners (sponsor must provide the banners).
- ❄️ Recognition on 39 North Pole Village Facebook Page
- ❄️ Recognition on 39NorthDowntown.com

### About 39 North Downtown:

39 North Downtown is a non-profit community organization dedicated to revitalizing downtown Sparks by supporting special events, development projects, community engagement and growth.

The non-profit group supports existing businesses and new businesses to promote vitality and prosperity in the City of Sparks. For more information, please visit [www.39NorthDowntown.com](http://www.39NorthDowntown.com), or follow us on Facebook.

**For sponsorship information, please contact Angela Handler at 775-690-2581 or [Angela@39NorthDowntown.com](mailto:Angela@39NorthDowntown.com)**

**Special thanks to our hometown for sponsoring 39 North Pole Village!**



### North Pole Train Station- \$5,000

- ❄️ Your company name will be plastered all over the North Pole Train Stop. The train stop will be decorated with banners and photo-worthy holiday decorations.
- ❄️ Logo on train stop sign
- ❄️ Sponsor mention in TV PSA, print, radio advertisements\*
- ❄️ Inclusion in Facebook posts leading up to the event.
- ❄️ Name will appear on welcome signs.
- ❄️ Logo will appear on event sweatshirts.

### Santa - \$2,500

- ❄️ Sponsor mention in TV PSA, print, radio advertisements\*
- ❄️ Inclusion in Facebook posts leading up to the event.
- ❄️ A light display will be built in your honor.
- ❄️ Name will appear on welcome signs.
- ❄️ Logo will appear on event sweatshirts.

### Snowman - \$1,500

- ❄️ Sponsor mention in TV PSA, print, radio advertisements\*
- ❄️ Inclusion in Facebook posts leading up to the event.
- ❄️ Name will appear on welcome signs.
- ❄️ Logo will appear on event sweatshirts.

### Santa's Helper - \$1,000 Each

- ❄️ Kids Santa's Workshop Area
- ❄️ Ugly Sweater Creation Station
- ❄️ Free Photos with Santa – Logo watermarked on photos (Only 4 sponsorships available)
- ❄️ Giving Tree – Community Food Pantry Donation Center

### Tree Sponsor - \$300 Each

- ❄️ You will receive Facebook posts for your donation that will help buy pre-lit trees and LED lights for the event.

*\*Only applies to advertising purchased after sponsorship is received. Deadline for advertising inclusion is November 1, 2018.*