



December 6 – 8, 2019

A Gettysburg Christmas Festival

Dear Community Partner,

December 1, 2018 was a magical day in Gettysburg, despite the rain, at the town's first **A Gettysburg Christmas Festival**. It was the community non-profit partners that provided fun activities that was the fabric of the Festival. In post-event discussions, many have described the rain as a blessing in disguise, as the weather forecast caused some potential event attendees to change their plans and avoid an outdoor festival. We could never have imagined the thousands of happy people strolling our streets, using the shuttles (hotel, parking & event), riding the carriages, patronizing our shops, and supporting our partner fundraising events. At the end of the day on that first Saturday in December, the community was thrilled...and shocked – at what they had just seen happen in Gettysburg. Businesses reported record sales, non-profits reported record fundraisers, restaurants had 2-hour waits, and hotels reported much higher than normal occupancy rates – all resulting in an enormous economic boost, not only for Gettysburg, but for Adams County – in an otherwise slower time of year.

In 2019, our plans are even greater – and we hope to have much better weather. The second annual **A Gettysburg Christmas Festival** is scheduled for the first weekend in December from the evening of the 6th to the afternoon of the 8th. Plans for 2019 have been underway since the 2018 event ended – with lessons learned – and many opportunities for expansion and improvement.

Many local organizations, businesses and individuals helped to fund the success of the 2018 event – and we are forever grateful for their generosity. With an expanded event planned for 2019, we are seeking more fun activities from the community non-profits for the 2019 **A Gettysburg Christmas Festival** and hopefully you will consider the opportunity to participate in this community-wide event that will draw thousands of eventgoers to our town.

Enclosed you will find details on community non-profit event partner marketing opportunities and the benefits of our partnership. Your partnership will cover the cost of marketing and event expenses. Please fill out the enclosed form and return along with your payment to Main Street Gettysburg. In order to ensure your inclusion in all printed materials for the event, please return the partnership form with payment by **October 1, 2019**.

If you have any questions or need further information, please contact me at 717-337-3491 or by email at adamik@mainstreetgettysburg.org.

We greatly appreciate your consideration.

Sincerely,

Deb Adamik
President & CEO
Main Street Gettysburg, Inc.

agettysburgchristmasfestival.com | 717.337.3491 | mainstreetgettysburg.org

Main Street Gettysburg, Inc. is a non-profit 501(c)(3) organization committed to the preservation and revitalization of historic Gettysburg for the benefit of its citizens, businesses and visitors. The official registration and financial information for Main Street Gettysburg, Inc. may be obtained from the Pennsylvania Department of State by calling 1-800-732-0999. Registration does not imply endorsement. All fundraising contributions to Main Street Gettysburg, Inc. projects are subject to a 10% administrative fee to partially reimburse the organization for operational expenses related to the project and fundraising efforts.



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2018 Festival By the Numbers

A Community-wide Event....

that supports residents, a wide range of community non-profits, and our business community, while also providing a fun and festive holiday experience to all those that attend.

2018 Festival By the Numbers

EVENT VOLUNTEERS

55

Event Planning, Parking Attendants, Information Booths, Shuttle Attendants, Clean Up, Set Up, Tear Down

ATTENDEES

10K

Estimated eventgoers in first year of event

FACEBOOK RESPONSES

108K

Event responses, with a reach of 2.6M

SPONSORS

20

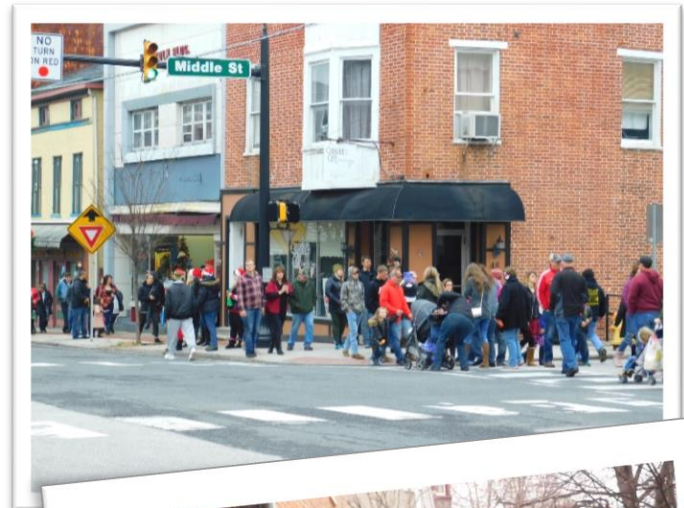
With cash and in-kind donations in first year of event

1,500 carriage riders
1,354 Rabbit Transit shuttle riders
42% average increase in hotel occupancy
Record sales in businesses
Record proceeds at fundraisers

Join us December 6 - 8, 2019!



agettysburgchristmasfestival.com





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2019 Community Non-Profit Event
Partner Marketing Opportunities

Community Non-Profit Event Partners are:

- Non-profit entities or community-based organizations
- Hosting a fundraising or ticketed event(s) during the Festival time period (Friday, December 6 – Sunday, December 8, 2019) in the Borough of Gettysburg or connecting with the Borough of Gettysburg

Mistletoe Partner

\$250

- Marquee event on event website & event program (**BOLD** in program)
- Logo placement on community event section of event program
- Festival programs for distribution
- Official Supporting Sponsor window decal
- One dedicated social media post

Tinsel Partner

\$150

- Marquee event on event website & event program
- Logo placement on community event section of event program
- Festival programs for distribution
- Official Supporting Sponsor window decal

Community Non-Profit Event Partner Guidelines

- Events must be in cooperation with A Gettysburg Christmas Festival and:
 - Will coordinate and collaborate with A Gettysburg Christmas Festival traffic patterns
 - Will be inclusive and appropriate to a family-friendly event
 - Will add value to A Gettysburg Christmas Festival experience in downtown Gettysburg
 - All planning and execution of community non-profit events are the sole responsibility of the hosting community non-profit event partner, not Main Street Gettysburg or the Borough of Gettysburg. This includes permitting, staffing, signage and liability.

***NOTE: If you are a non-profit entity or a community-based organization that is hosting an event during the Festival that is free of charge for eventgoers and is not a fundraiser, please contact Main Street Gettysburg to discuss marketing opportunities.**

agettysburgchristmasfestival.com | 717.337.3491 | mainstreetgettysburg.org

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2019 Community Event Partnership Form

Community Event Partner Information

Partner Organization Name _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

YES! Sign me up to partner with the 2019 event!

Signature _____ Date _____

Partner Community Event

Event Date _____ Event Time: From _____ To _____

Event Location _____ Event Website/Facebook _____

Event Cost/Ticketing Details _____

Event Description

A Gettysburg Christmas Festival Partner Levels

- | | | |
|--------------------------|-------------------|-------|
| <input type="checkbox"/> | Mistletoe Partner | \$250 |
| <input type="checkbox"/> | Tinsel Partner | \$150 |

Please complete this form and include checks made payable to Main Street Gettysburg, with AGCF 2019 in the memo line. Send to Main Street Gettysburg, 59 East High Street, Gettysburg, PA 17325.

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