December 6 – 8, 2019

A Gettysburg Christmas Festival

Dear Sponsor,

December 1, 2018 was a magical day in Gettysburg, despite the rain, at the town's first ***A Gettysburg Christmas 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. This year's Festival will include the Christmas Parade, First Friday, a movie festival, Breakfast with Santa, Greens Sale, Holiday Bazaar, Gingerbread Celebration, business specials and activities, our favorite holiday characters, food & craft vendors, music – and new for 2019 – A Winter Wonderland, entertainment stages, contests, a Spirits Tent, merchandise, and more!

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 sponsors for the 2019 ***A Gettysburg Christmas Festival*** and are hopeful that you will consider the opportunity to help fund a community-wide event that will draw thousands of eventgoers to our town.

Enclosed you will find details on the sponsorship opportunities and the benefits of those sponsorships. 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 sponsorship 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,

Deborah J. Adamik

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.

December 6 – 8, 2019

A Gettysburg Christmas Festival

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

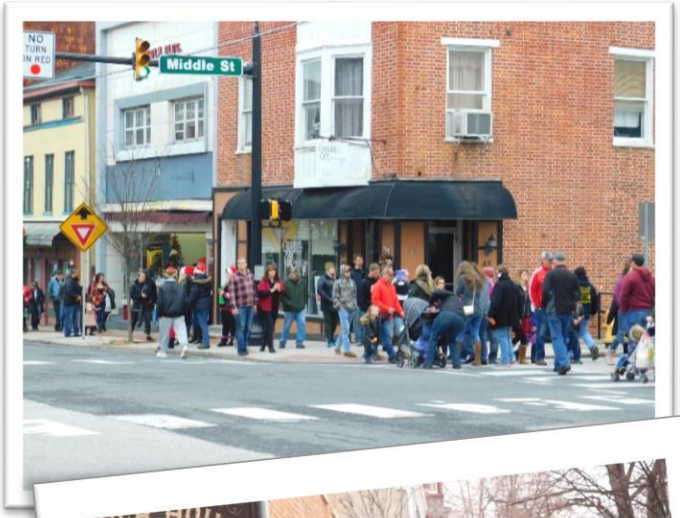
20

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



December 6 – 8, 2019

A Gettysburg Christmas Festival

2019 Sponsorship Opportunities

Overall Event Sponsor (Naming Rights) EXCLUSIVE – 1 available **SPONSOR SECURED** $20,000

(Your Company Name) 'A Gettysburg Christmas Festival', Presented by Main Street Gettysburg

- Full-page ad in printed festival program
- Prominent LARGE logo placement on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
    - Logo placement on all event signage and printed promotional materials
- LARGE Company Banner at Main Stage
- Festival programs for distribution
- Official Supporting Sponsor window decal
- One Engraved Brick in Main Street Gettysburg's Pathway of Preservation program
- VIP Access
    - 5 VIP Parking Passes (Lefever Street Lot)
    - 10 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
    - Selection of 4 items from the Festival Merchandise Store
- **North Star Media Package**

Carriage Rides Sponsor (Naming Rights) EXCLUSIVE – 1 available $5,000

(Your Company Name/Logo Banner on Carriage(s) – Shared only with Overall Event Sponsor)

- Quarter-page ad in printed festival program
- Prominent LARGE logo placement on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 VIP Parking Pass (Lefever Street Lot)
    - 3 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Gold Star Media Package**

Transportation Sponsor (Naming Rights) EXCLUSIVE – 1 available $5,000

(Your Company Name/Logo on all shuttle buses – Shared only with Overall Event Sponsor)

- Quarter-page ad in printed festival program
- Prominent LARGE logo placement on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 VIP Parking Pass (Lefever Street Lot)
    - 3 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Gold Star Media Package**

Signage Sponsor (Naming Rights) EXCLUSIVE – 1 available **SPONSOR SECURED** $5,000

(Your Company Name/Logo on all event signage – shared only with Overall Event Sponsor)

- Quarter-page ad in printed festival program

- Prominent LARGE logo placement on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 VIP Parking Pass (Lefever Street Lot)
    - 3 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Gold Star Media Package**

Comfort Station (Restroom) (Naming Rights) EXCLUSIVE – 1 available **SPONSOR SECURED** $3,000

(Your Company Name/Logo on Comfort Station(s) – shared only with Overall Event Sponsor & Co-Sponsors)

- One Eighth-page ad in printed festival program
- Prominent LARGE logo placement on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 VIP Parking Pass (Lefever Street Lot)
    - 2 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Sleigh Ride Media Package**

Event Program Sponsor (Naming Rights) EXCLUSIVE – 1 available **SPONSOR SECURED** $4,000

(Your Company Name/Logo on Front Cover of Event Program – shared only with Overall Event Sponsor & Co-Sponsor)

- One Eighth-page ad in printed festival program
- Prominent LARGE logo placement on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 VIP Parking Pass (Lefever Street Lot)
    - 2 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Sleigh Ride Media Package**

Winter Wonderland Fireworks Extravaganza Sponsor (Naming Rights) EXCLUSIVE – 1 available $3,000

(Your Company Name/Logo Banner prominently displayed at Winter Wonderland – Shared only with Overall Event Sponsor)

- One Eighth-page ad in printed festival program
- Prominent LARGE logo placement on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 VIP Parking Pass (Lefever Street Lot)
    - 2 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Gold Star Media Package**

Reindeer Games Zone Sponsor (Naming Rights) EXCLUSIVE – 1 available $3,000

(Your Company Name/Logo on Zone Signage – shared only with Overall Event Sponsor & Co-Sponsor)
A perfect marketing opportunity - this is one of 3 central areas of the event with a DJ and signage!

- One Eighth-page ad in printed festival program
- Prominent LARGE logo placement on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent

- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 VIP Parking Pass (Lefever Street Lot)
    - 2 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Sleigh Ride Media Package**

Santa's Central Depot Zone Sponsor (Naming Rights) EXCLUSIVE – 1 available $3,000

(Your Company Name/Logo on Zone Signage – shared only with Overall Event Sponsor & Co-Sponsor)
A perfect marketing opportunity - this is one of 3 central areas of the event with a DJ and signage!

- One Eighth-page ad in printed festival program
- Prominent LARGE logo placement on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 VIP Parking Pass (Lefever Street Lot)
    - 2 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Sleigh Ride Media Package**

Winter Wonderland Stage Sponsor (Naming Rights) EXCLUSIVE – 1 available **SPONSOR SECURED** $2,500

(Your Company Name/Logo on Stage Banner – shared only with Overall Event Sponsor)

- One Eighth-page ad in printed festival program
- Logo placement (small) on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 2 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Sleigh Ride Media Package**

Library Stage Sponsor (Naming Rights) EXCLUSIVE – 1 available **SPONSOR SECURED** $2,500

(Your Company Name/Logo on Stage Banner – shared only with Overall Event Sponsor)

- One Eighth-page ad in printed festival program
- Logo placement (small) on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 2 Spirit Vouchers for the Main Street Gettysburg Spirits Tent
- **Sleigh Ride Media Package**

Yuletide Magic at the Historic Courthouse – Featured Concert Sponsor **SPONSOR SECURE** $2,000

(Naming Rights) EXCLUSIVE – 1 available
(Your Company Name/Logo on Concert Banner – shared only with Overall Event Sponsor)

- One Eighth-page ad in printed festival program
- Logo placement (small) on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal

- VIP Access
    - 1 Spirit Voucher for the Main Street Gettysburg Spirits Tent
- **Sleigh Ride Media Package**

Family Jingle Rock – Featured Concert Sponsor (Naming Rights) EXCLUSIVE – 1 available $1,500

(Your Company Name/Logo on Concert Banner – shared only with Overall Event Sponsor)

- One Eighth-page ad in printed festival program
- Logo placement (small) on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 Spirit Voucher for the Main Street Gettysburg Spirits Tent
- **Sleigh Ride Media Package**

Information Booth Sponsor & Main Street Gettysburg Spirit Tent Sponsor

$1,250 each

EXCLUSIVE - 1 available per booth (6 booths total) **NONE AVAILABLE – ALL SECURED**

2 for $2,000

(Your Company Name/Logo on Booth – shared only with Overall Event Sponsor)

~~4 for $4,000~~

- One Eighth-page ad in printed festival program
- Logo placement (small) on Thank You Sign at event information booths and at Main Street Gettysburg Spirits Tent
- Festival programs for distribution
- Official Supporting Sponsor window decal
- VIP Access
    - 1 Spirit Voucher for the Main Street Gettysburg Spirits Tent
- **Sleigh Ride Media Package**

Joy Sponsor – Unlimited $500

- Festival programs for distribution
- Official Merchant Participant Sign
- One dedicated social media post
- Opportunity to have a 'pop up' shop/vendor tent outside in the closed down street
- Facebook co-hosting (sponsor must create event & send request – will be accepted within 72 hours)
- VIP Access
    - 1 Spirit Voucher for the Main Street Gettysburg Spirits Tent
- **Appreciation Media Package**

Merry Sponsor – Unlimited $250

- Festival programs for distribution
- Official Merchant Participant Sign
- Facebook co-hosting (sponsor must create event & send request – will be accepted within 72 hours)
- **Appreciation Media Package**

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.

A Gettysburg Christmas Festival

2019 Sponsor Media Packages

North Star Media Package
Linked Company Website from both the Event Website and Gettysburg Borough Homepages
Prominent LARGE logo on event website sponsor page
Premier placement of Company Logo on all print media ads (pre-event)
Premier placement of Company Logo in Gettysburg Times 'Thank You' ad (post event)
Social media acknowledgement (logo) - Event Facebook Page
Opportunity to have a marquee partner event on website & event program (**BOLD** in program)
Highest number of mentions (at least 20) in TV/radio promotions (if broadcast)
Gold Star Media Package
Prominent LARGE logo on event website sponsor page
Premier placement of Company Logo on all print media ads (pre-event)
Premier placement of Company Logo in Gettysburg Times 'Thank You' ad (post event)
Social media acknowledgement (logo) - Event Facebook Page
Opportunity to have a marquee partner event on website & event program (**BOLD** in program)
Highest number of mentions (at least 10) in TV/radio promotions (if broadcast)
Sleigh Ride Media Package
Premier placement of Company Logo in Gettysburg Times 'Thank You' ad (post event)
Opportunity to have a marquee partner event in event program
Logo (small) on event website sponsor page
Appreciation Media Package
Placement of Company Logo in Gettysburg Times 'Thank You' ad (post event)
Opportunity to have a listing in event program
Logo (small) on event website sponsor page

December 6 – 8, 2019

A Gettysburg Christmas Festival

2019 Sponsorship Form

Sponsor Name _____ Contact Person _____

Address _____ City _____ State ____ Zip _____

Phone _____ Email _____

☐ YES! Sign me up to sponsor the 2019 event!

Signature _____ Date _____

A Gettysburg Christmas Festival Sponsor Levels

☐	~~Overall Event Sponsor~~	~~$20,000~~ (secured)
☐	Carriage Rides Sponsor	$5,000
☐	Transportation Sponsor	$5,000
☐	Signage Sponsor	$5,000
☐	~~Comfort Station Sponsor~~	~~$3,000~~ (secured)
☐	~~Event Program Sponsor~~	~~$4,000~~ (secured)
☐	Fireworks Sponsor	$3,000
☐	Reindeer Games Zone Sponsor	$3,000
☐	Santa's Central Depot Zone Sponsor	$3,000
☐	~~Winter Wonderland Stage Sponsor~~	~~$2,500~~ (secured)
☐	~~Library Stage Sponsor~~	~~$2,500~~ (secured)
☐	~~Yuletide Magic Concert Sponsor~~	~~$2,000~~ (secured)
☐	Family Jingle Rock Concert Sponsor	$1,500
☐	~~Information Booth Sponsor~~	~~$1,250~~ (secured)
☐	Joy Sponsor	$500
☐	Merry Sponsor	$250

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.

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.