

The Greater Brighton Area Chamber of Commerce is pleased to present:



# BRIGHTON'S ANNUAL HOLIDAY GLOW WITH CHRISTMAS MARKET

**SATURDAY, NOVEMBER 19, 2022 1:00pm – 7:00pm**

## **SPONSORSHIP OPPORTUNITIES**

### **Presenting Sponsor - Holiday Glow Major Event Signature Sponsorship - \$6,000**

- Listed in rotation on the Chamber's Grand River Avenue digital sign for the month of November leading up to the event
- Prominent Main Street banner recognition – very high downtown visibility
- **NEW!** Presenting sponsor has the opportunity to be a guest on the Chamber pod cast that will be used to promote the event. The pod cast will be put out on our YouTube channel, along with our website. Access to the Podcast to use portions of the podcast to promote your business on your media platforms.
- Recognition of your business at the Holiday Glow Stage, the focal point of the event where thousands of people gather
- Option for booth space (10X12) and/or space for your company product at the event (sponsor furnishes tent, tables, chairs, etc.). Maximum (3) cars.
- Your logo and a link to your website on the Chamber's website home page and on the Brighton Holiday Glow event webpage
- Mention in event description on the Brighton Holiday Glow event webpage and on other marketing pieces
- Recognition as "Presenting Sponsor" in press releases sent to media outlets promoting the event
- Top billing on all marketing materials including stage and all other signage
- Top billing on public address announcements throughout the event
- Recognition as "Presenting Sponsor" in Facebook event promotion(s)
- Mention in Facebook event description
- Recognition as "Presenting Sponsor" in email marketing event promotions
- Mention at the Chamber's Annual Meeting

### **Supporting Sponsor – Here Comes Santa Claus Sponsorship - \$2,500**

- Recognition of your business at the Holiday Glow Stage, the focal point of the event where thousands of people gather
- Option for booth space (10X12) at the event (sponsor furnishes tent, tables, chairs, etc.).
- Your logo on the Brighton Holiday Glow event webpage
- Recognition in email marketing event promotions
- Recognition at the Chamber's Annual Meeting

### **Photo Booth Sponsorship - \$1500**

- Your logo on every photo that is taken at the photo booth
- Logo recognition on signage and posters at the event.
- Your logo on the Brighton Holiday Glow event webpage

### **Reindeer Games Sponsorship - \$1,000**

- Recognition at entrance and inside Reindeer Games area (Ciao Amici's parking lot)
- Option for booth space (10X12) at the event or display of (1) car (sponsor furnishes tent, tables, chairs, etc.).
- Option for your staff to run one or more of the Reindeer Games
- Recognition in email marketing event promotions
- Mention Your logo on the Brighton Holiday Glow event webpage

### **Information Booth Sponsorship - \$800**

- Signage at the Information Booth recognizing you as the Information Booth Sponsor
- Recognition in email marketing event promotions
- Mention Your logo on the Brighton Holiday Glow event webpage

### **Santa's Mailbox Sponsorship - \$750**

- Recognition at the Letter Writing to Santa station
- Recognition on all stationery for letters to Santa
- Recognition in email marketing event promotions
- Mention Your logo on the Brighton Holiday Glow event webpage

### **Pictures with Reindeer Sponsorship - \$650**

- Signage at the Information Booth recognizing you as the Information Booth Sponsor
- Recognition in email marketing event promotions
- Mention Your logo on the Brighton Holiday Glow event webpage

### **Nativity Petting Farm Sponsorship - \$500**

- Banner recognition on the Petting Farm fencing
- Recognition in email marketing event promotions
- Mention Your logo on the Brighton Holiday Glow event webpage

### **Holiday Choo-Choo Train Sponsorship - \$500**

- Signage recognition on the Jollie Little Train – the “roving event billboard” on Main Street
- Recognition in email marketing event promotions
- Mention Your logo on the Brighton Holiday Glow event webpage

### **Red Nosed Reindeer Sponsorship - \$300**

- Signage recognition on the sleigh that transports Santa and Mrs. Claus
- Recognition in email marketing event promotions
- Mention Your logo on the Brighton Holiday Glow event webpage

### **Mighty Tiny Tim Sponsorship - \$100**

- Recognition in email marketing event promotions
- Mention Your logo on the Brighton Holiday Glow event webpage

For more information, please contact: Linda Carey, Director of Events via email at [lindac@brightoncoc.org](mailto:lindac@brightoncoc.org) or by phone at 810.227.5086