



## Sponsorship Application (Deadline **October 14th** to be included in advertising)

\_\_\_\_\_ I want to be the “**Acts of Kindness**” Exclusive Sponsor!

\_\_\_ My check for \$2500 is enclosed.

\_\_\_ Choose tree light or wreath sponsorship (sponsorship of one is included)

\_\_\_\_\_ I want to be a “**The Night Before Christmas**” Sponsor!

\_\_\_ My check for \$2500 is enclosed.

\_\_\_ Sign us up for the complimentary parade entry with premium placement

\_\_\_ Sign us up for the complimentary booth at the Boutique

\_\_\_ Choose tree light or wreath sponsorship (sponsorship of one is included)

\_\_\_\_\_ I want to be a “**Visions of Sugar Plums**” Sponsor!

\_\_\_ My check for \$1000 is enclosed.

\_\_\_ Sign us up for the complimentary parade entry with premium placement

\_\_\_\_\_ I want to be the “**Pictures with Santa Area**” Sponsor!

\_\_\_ My check for \$500 is enclosed.

\_\_\_\_\_ I want to be a “**A Right Jolly Old Elf**” Sponsor!

\_\_\_ My check for \$500 is enclosed.

\_\_\_\_\_ I want to be a “**Eight Tiny Reindeer**” Sponsor!

\_\_\_ My check for \$250 is enclosed.

\_\_\_\_\_ I want to be a “**Costume Character**” Sponsor!

\_\_\_ My check for \$150 is enclosed.

\_\_\_\_\_ I want to be a “**Tree or Wreath**” Sponsor!

\_\_\_ My check for \$50 is enclosed.

\_\_\_ I'd like a tree or wreath (circle one).

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

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

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

MAIL the completed form, along with your check to:

Hollister Downtown Association, 514 Monterey Street, Hollister, CA 95023

If you would like to receive an invoice, FAX the completed form to 831.636.5909 or EMAIL to: [marketing@downtownhollister.org](mailto:marketing@downtownhollister.org) and let us know.

The Hollister Downtown Association is a 501(c)6 organization.



## Sponsorship Opportunities

**Deadline October 14<sup>th</sup> to be included in all advertising**

### **Parade Sponsor: \$5,000 (Exclusive) – SOLD!**

The Annual Lights On Celebration is a wonderful family-friendly, community event that brings up to 10,000 people to downtown. Over the years, the event has grown exponentially and is the official kick off to the local holiday season!

1. Company logo on print/web/social media event advertising (10,000+ visuals) and logo on Event Program cover inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
2. Complimentary entry fee in the parade (\$30 value) with premium lineup placement or banner carried by elves in parade.
3. Complimentary Holiday Boutique Booth Space. One day of Targeted Sampling and Display: Exhibit space for your company to display and sell products, distribute literature, conduct consumer research, solicit product feedback and build your database. (\$100 value)
4. Complimentary downtown tree light or wreath sponsor (\$50 value)
5. Company name announced as the Event Sponsor prior to and during the parade (est. 10,000 attendees)
6. Company logo and link in HDA's weekly e-blast (800+ viewers weekly) and social media promotion
7. Company logo and link on the HDA's website with event photos until April 2017 (60,000+ views)

### **Acts of Kindness Sponsor: \$2,500 (Exclusive)**

The Acts of Kindness Program brings the story of Jaime the Elf and her Acts of Kindness to our community. The Jaime the Elf Story was written by local author, Kathleen Sheridan, to encourage children to be kind and that their kindness can help light up downtown Hollister. The story is read in the classrooms of participating San Benito County schools and encourages everyone to submit their Acts of Kindness. Jaime kicks off the Lights On Celebration parade followed by the 8 randomly chosen "All Stars" of the program.

1. Sponsorship of the Jaime the Elf books for teachers participating in our fourth community-wide Acts of Kindness Program for children K-12<sup>th</sup> grades. Each book will include a special book plate acknowledging the sponsor.
2. Sponsorship of the Jamie the Elf's Official Elf Badge Program giving area Boy Scouts and Girl Scouts the opportunity to earn their Official Elf Badge patch for completing a pre-determined number of activities by age level.
3. Company logo on print/web/social media advertising (10,000+ visuals) and logo on Event Program cover inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
4. Complimentary downtown tree light or wreath sponsor (\$50 value)
5. Company name announced as the Exclusive Sponsor of the Acts of Kindness Program prior to & during the parade (est. 10,000 attendees)
6. Company logo and link in HDA's weekly e-blast (800+ viewers weekly) and social media promotion
7. Company logo and link on the HDA's website with event photos until April 2017 (60,000+ views)
8. Corporate level membership (\$600 value) is included with this level. It includes the following benefits: Your full color logo is included in your listing in our Membership Directory, Free Quarterly Breakfast attendance for your appointed representative and access to all social and educational events.

## **The Night Before Christmas Sponsor: \$2,500 (2 available)**

The Lights On Celebration is celebrating its 26<sup>th</sup> Anniversary. Help us ensure that it continues to delight children and adults of all ages. It is a wonderful family-friendly, admission free community tradition that kicks off the local holiday season. Over 80 entries are expected in the parade, over 50 vendors at the holiday boutique and up to 10,000 people come downtown to celebrate, including Santa and Mrs. Claus!

1. Company logo on print/web/social media advertising (10,000+ visuals) and logo on Event Program cover inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
2. Complimentary entry fee in the parade with premium placement (\$30 value)
3. Complimentary Holiday Boutique Booth Space. One day of Targeted Sampling and Display: Exhibit space for your company to display and sell products, distribute literature, conduct consumer research, solicit product feedback and build your database. (\$100 value)
4. Company provided banner displayed in the event area
5. Complimentary downtown tree light or wreath sponsor (\$50 value)
6. Company logo announced as The Night Before Christmas Sponsor prior to the parade (est. 10,000 attendees)
7. Company logo on HDA's weekly e-blast (800+ viewers weekly) and social media promotion
8. Company logo on the HDA's website with event photos until April 2017 (60,000+ views)

## **Visions of Sugar Plums Sponsor: \$1,000 (10 available)**

This is the 5th year for the Holiday Boutique, an effort to bring people to Downtown Hollister all day long instead of just during the Parade.

1. Company name in Event Program inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspapers (24,000+ visuals)
2. Company provided banner displayed in the event area
3. ½ Price Holiday Booth Space. One day of Targeted Sampling and Display: Exhibit space for your company to display and sell products, distribute literature, conduct consumer research, solicit product feedback and build your database. (\$50 value)
4. Company name announced as Visions of Sugar Plums sponsor prior to the parade (est. 10,000 attendees)
5. Company name in HDA's weekly e-blast (800+ viewers weekly) and social media promotion
6. Company name on the HDA's website with event photos until April 2017 (60,000+ views)

## **Pictures with Santa Area Sponsor: \$500 (Exclusive)**

The arrival of Santa and Mrs. Claus is the high point of the parade for the children and getting their picture taken with Santa and Mrs. Claus is the "star on the tree"!

1. Company name acknowledged with signage in the Pictures with Santa area
2. Company name in Event Program inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
3. Company name announced as Pictures with Santa Area Sponsor prior to and after the parade (est. 10,000 attendees)
4. Company name in HDA's weekly e-blast (800+ viewers weekly) and social media promotion
5. Company name on the HDA's website with event photos until April 2017 (60,000+ views)

## **A Right Jolly Old Elf Sponsor: \$500 (10 available)**

The Acts of Kindness Program featuring the Jaime the Elf Story and the Car Display featuring this year's Street Festival winners, Impalas Central Coast, will be done in conjunction with the Lights On Celebration; the student winners of the Acts of Kindness will in the parade as Jaime's escorts.

1. Company name in Event Program inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspapers (24,000+ visuals)
2. Company name announced as A Right Jolly Old Elf Sponsor prior to the parade (est. 10,000 attendees)
3. Company name in HDA's weekly e-blast (800+ viewers weekly) and social media promotion
4. Company name on the HDA's website with event photos until April 2017 (60,000+ views)

## **Eight Tiny Reindeer Sponsor: \$250 (10 available)**

Help support our digital efforts to bring this all day, family friendly event to downtown.

1. Company name on all digital event advertising and promotion
2. Company name announced as Eight Tiny Reindeer Sponsor prior to the parade (est. 10,000 attendees)
3. Company name in HDA's weekly e-blast (800+ viewers weekly) and social media promotion
4. Company name on the HDA's website with event photos until April 2017 (60,000+ views)

## **Costume Character Sponsor: \$150 per character (3 available – Characters TBD)**

The costume characters, such as Curious George, are a big hit with the little ones as well as the child in all of us.

1. Company name acknowledged with signage on the side of the vehicle that the character is in
2. Name in Event Program inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
3. Company name announced as the (Character Specific) Sponsor prior to the parade (est. 10,000 attendees)

## **Lighted Tree or Wreath Sponsor: \$50 each or 2 for \$90**

Help us to light up San Benito Street with the sponsorship of a lighted tree or wreath. Your name will be engraved onto a reusable tag and displayed in the tree or wreath of your choice.