



Sponsorship Opportunities 2020

MAIN STAGE SPONSOR

\$7,500

- **Branding Inclusion**
Your company name/logo will be included as the official sponsor of the main stage.
- **Advertising Exposure**
Top billing logo placement on:
 - One ½ page Community Impact advertisement
 - One full page Community Impact advertisement
 - Authorized use of Roanoke's Hometown Holiday logo in your own advertising and promotion
- **Printed Materials & Signage**
Top billing logo placement on:
 - Signage at the event
 - Press Release
 - Photo walls displayed at the event
- **Social Media & Digital**
Your company social media:
 - Will be tagged in related posts for the event on the City of Roanoke Facebook page and Event Invitation
 - Will be linked on the event webpage
- **Banner Exposure**
 - Exclusive logo placement on the banner at the main stage
- **Complimentary Extras**
 - 1 vendor booth space (10' X 10') with table & chairs
 - Official meet & greet with headlining band
 - VIP concert seating with refreshments for up to 10 people

SNOW HILL SPONSOR

\$5,000

- **Branding Inclusion**
Your company name/logo will be included as the official sponsor of the snow hill.
- **Product Exclusivity**
No other company in the same industry category will be permitted to sponsor the event in the same capacity.
- **Advertising Exposure**
Logo placement on:
 - One ½ page Community Impact advertisement
 - One full page Community Impact advertisement
 - Authorized use of Roanoke's Hometown Holiday logo in your own advertising and promotion
- **Banner Exposure**
 - Exclusive logo placement on the banner at the snow hill
- **Printed Materials & Signage**
Logo placement on:
 - Signage at the event
 - Photo walls displayed at the event
- **Social Media & Digital**
Your company social media:
 - Will be tagged in related posts for the snow hill on the City of Roanoke Facebook page and Event Invitation
 - Will be linked on the event webpage
- **Complimentary Extras**
 - 1 vendor booth space (10' X 10') with table & chairs
 - Custom snow tube with company logo

SANTA'S WORKSHOP SPONSOR

\$3,000

- **Branding Inclusion**
Your company name/logo will be included as the official sponsor of Santa's Workshop at the event.
- **Product Exclusivity**
No other company in the same industry category will be permitted to sponsor the event in the same capacity.
- **Advertising Exposure**
Logo placement on:

City of Roanoke City Hall | 500 S. Oak Street | Roanoke, TX 76262 | 817-491-2411

- One ½ page Community Impact advertisement
- One full page Community Impact advertisement
- Authorized use of Roanoke's Hometown Holiday logo in your own advertising and promotion

- **Banner Exposure**
 - Logo placement on the Santa's Workshop banner

- **Printed Materials & Signage**

Logo placement on:

 - Signage at the event
 - Photo walls displayed at the event

- **Social Media & Digital**

Your company social media:

 - Will be tagged in related posts for Santa's Workshop on the City of Roanoke Facebook page and Event Invitation
 - Will be linked on the event webpage

- **Complimentary Extras**
 - 1 vendor booth space (10' X 10') with table & chairs
 - VIP spot for 2 in the parade on Oak Street December 5

ICE SCUPLTURE SPONSOR

\$2,500

- **Advertising Exposure**

Logo placement on:

 - One full page Community Impact advertisement
 - Authorized use of Roanoke's Hometown Holiday logo in your own advertising and promotion

- **Banner Exposure**
 - Exclusive logo placement on the banner at the ice sculpture area

- **Printed Materials & Signage**

Logo placement on:

 - Signage at the event
 - Photo walls displayed at the event

- **Social Media & Digital**

Your company social media:

 - Will be tagged in related posts for the event on the City of Roanoke Facebook page and Event Invitation
 - Will be linked on the event webpage

- **Complimentary Extras**
 - 1 vendor booth space (10' X 10') with table & chairs
 - Ice sculptor will theme sculpture to your company's industry

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KID'S ZONE SPONSOR

\$1,500

- **Advertising Exposure**

Logo placement on:

- One full page Community Impact advertisement
- Authorized use of Roanoke's Hometown Holiday logo in your own advertising and promotion

- **Banner Exposure**

- Exclusive logo placement on the banner in the kid's zone

- **Printed Materials & Signage**

Top billing logo placement on:

- Signage at the event
- Press Release
- Photo walls displayed at the event

- **Social Media & Digital**

Your company social media:

- Will be tagged in related posts for the kid's zone on the City of Roanoke Facebook page and Event Invitation
- Will be linked on the event webpage

- **Complimentary Extras**

- 1 vendor booth space (10' X 10') with table & chairs

Gingerbread House Competition Sponsor

\$1,000

- **Advertising Exposure**

Logo placement on:

- One full page Community Impact advertisement
- Authorized use of Roanoke's Hometown Holiday logo in your own advertising and promotion

- **Printed Materials & Signage**

Logo placement on:

- Sign placed at gingerbread houses showing your company as the gingerbread house competition sponsor
- Photo walls displayed at the event

- **Social Media & Digital**

Your company name or logo to be featured on:

- Event website

- **Complimentary Extras**

- Vendor booth space (10' X 10') in market tent with table & chairs
- 2 entries for the gingerbread house competition, including all supplies

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Photo Booth Sponsor

\$750

- **Social Media & Digital**

Your company name or logo to be featured on:

- Event webpage
- Authorized use of Roanoke's Hometown Holiday logo in your own advertising and promotion

- **Printed Materials & Signage**

Logo placement on:

- Sign placed at **all 3 photo booth locations** showing your company as the photo booth sponsor
- Photo walls displayed at the event

- **Complimentary Extras**

- Vendor booth space (10' X 10') in market tent with table & chairs

Market Tent Sponsor

\$500

- **Advertising Exposure**

Logo placement on:

- One full page Community Impact advertisement
- Authorized use of Roanoke's Hometown Holiday logo in your own advertising and promotion

- **Printed Materials & Signage**

Logo placement on:

- Sign placed at market tents showing your company as the market tent sponsor
- Photo walls displayed at the event

- **Social Media & Digital**

Your company name or logo to be featured on:

- Event website

- **Complimentary Extras**

- Vendor booth space (10' X 10') in market tent with table & chairs

Instructions/payment information:

1) Please complete and return the signed contract and complete payment by October 16, 2020.

a. Make checks payable to the City of Roanoke. Checks and contracts should be mailed to:

**City of Roanoke
Attn: Hometown Holiday 2020
500 S. Oak Street**

City of Roanoke City Hall | 500 S. Oak Street | Roanoke, TX 76262 | 817-491-2411

Roanoke, Texas 76262

**Application and payment may also be submitted online. Please visit www.roanoketexas.com for more information.*

- 2) Roanoke's Hometown Holiday is RAIN or SHINE. There are no refunds for inclement weather.
- 3) For in-kind donations, a monetary value will be assigned to determine sponsorship level. A completed contract returned by **October 16, 2020** guarantees the entire donation will be available at the pre-determined time.
- 4) Roanoke's Hometown Holiday event committee reserves the right to accept or decline contracts.
- 5) Logos must be received by application deadline on October 16, 2020.

Roanoke's Hometown Holiday Sponsorship Contract 2020

Please print clearly and complete this form in its entirety. Be sure to write your company name exactly as you want it to appear.

Company _____

Contact Name _____ Title _____

Street Address _____

Mailing Address (if different than above) _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

Website _____ Email _____

Sponsorship level \$ _____ Level name: _____

Donation Type (check one): Monetary In-Kind Services*

*If In-Kind services, describe: _____

Payment Method (check one):

Check Credit Card # _____

Exp. Date ____/____

Submission of this contract reserves your 2020 Hometown Holiday sponsorship. **Reservations are made on a first come, first given basis and your first choice might not always be available.**

Please complete and return this signed contract and total payment by **October 16, 2020**. Keep a copy for your records. Logo artwork is due by October 16, 2020 and should be emailed to the Marketing department at mroundy@roanoketexas.com. If unable to email, please provide the logo in electronic format and mail to the above address, attention: Marketing. Please call 817-491-2411 if you have any questions.

Signature

Date