



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

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

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