

Sponsorship Opportunities

Contact: Mayor Treva Hodges
 (812) 256-3422
 Mayor@CityofCharlestown.com

Founder's Week June 19-25 Rock & Glow!



Balloon Glow and Concert • Parade • 5K Run
 Pageant Contest • Moore Family Ice Cream Social

\$5,000 Ambassador* **SPONSORED**

- Company name on LED Signs (Market & Park Street) for 4 weeks as sponsor
- 2.5'x10' banner in prime spot at Little League
- Logo on Event Promo item
- Company announced and displayed at event
- Prime front of the Parade spot
- One large complimentary booth space

\$2,500 Pioneer

- Company name on LED Signs (Market & Park Streets) for 2 weeks as sponsor
- 2.5'x8' banner on at entry to Little League
- Company announced and displayed at event
- One complimentary booth space

\$1,000 Heritage

- Company name on LED Signs (Market & Park Street) for 1 week as sponsor
- 2.5'x6' banner in prime spot
- Company announced and displayed at event on flyers

\$500 Pride

- Company announced and displayed at event on flyers

All Sponsorship Levels are Eligible To Anchor Balloons with Company Vehicles

* Reserved for 1 company

WDRB in the Morning Show

Morning show visited during Christmas & Community Days



News and Tribune

Charlestown reflects on holiday events, looks to 2022 plans

Charlestown set for CommUNITY Days

City Media Reach

- 19,400 total followers (City of Charlestown, Charlestown Parks, Charlestown Christmas)
- 1,100 followers
- 250 followers
- 285 followers
- 1,500 email list, 35% open rate, 3% click rate

CommUNITY Days

September 16-17
 Music & Fireworks

Two full days of Music, Vendors, Food, and Fireworks

\$5,000 CommUNITY CHAMPION **SPONSORED**

- Company name on LED Signs (Market & Park Street) for 3 weeks as sponsor
- 2.5'x10' banner in prime spot
- Logo on Event Promo item
- Company announced and displayed at event
- Two complimentary booth spaces (or one large space) to promote company

\$2,500 CommUNITY ADVOCATE Sponsorship

- Company name on LED Signs (Market & Park Streets) for 1 week as sponsor
- 2.5'x8' banner on Market St.
- Company announced and displayed at event
- One complimentary booth spaces to promote company

\$1,000 CommUNITY ADVOCATE Sponsorship

- 2.5'x6' banner on Market St.
- Company announced and displayed at event



\$500 CommUNITY FRIEND Sponsorship

- Company announced and displayed at event

* Reserved for 1 company



SPONSORSHIP CONTACT INFORMATION
 Mayor Treva Hodges • (502) 297-4390 • mayor@cityofcharlestown.com
 Parks Dir. Marissa Knoebel • (812) 256-3422 • parks@cityofcharlestown.com



**Charlestown Christmas City
 Nov. 25 - Jan. 1**



North Pole **SPONSORED**
 Sponsor **\$10,000**
Reserved for 1 company (primary sponsor)

Holiday Hero
 Sponsor **\$5,000**

YOUR LOGO HERE

- Prominent logo placement at the Winter Market on grand entryway facade*
- Company promo items & handouts on display inside the vendor booths at the market
- Logo on collectible coffee mug
- Company announced as top sponsor through the event including popular train rides and movie night

M CRAE ENTERPRISES

- Receives lot for seasonal holiday display with 2.5'x8' banner from Thanksgiving to first week of January
- Company receives recognition as a booth sponsor at the Winter Market with logo printed on the booth facade and vendor at the booth will display print materials at the booth*
- Listed as Holiday Hero sponsor on LED signs throughout town for duration of Light Up Festival

Receives lot for seasonal holiday display with 2.5'x10' banner from Thanksgiving to first week of January
 Promote of logo at animated lights show
 Logo on LED signs for 2 months

Listed on website and social media as a \$5,000 sponsor

**Thank you McRae Enterprises for helping fabricate the winter market facades!*

Mistletoe Sponsor \$2,000

Company listed as Mistletoe level sponsor on city's LED signs for duration of the event

Listed on CityofCharlestown.com and social media as a \$2,000 Sponsor

Gingerbread Sponsor \$1,000

Company listed as Mistletoe level sponsor on city's LED signs from Dec. 17-Jan. 1

Listed on CityofCharlestown.com and social media as a \$1,000 Sponsor

Candy Cane Sponsor \$500

Company listed as Mistletoe level sponsor on city's LED signs from Dec. 17-Dec. 25

Listed on CityofCharlestown.com and social media as a \$500 Sponsor

Additional Opportunities

Movie in the Park (4 events)

April 9, Bunny Bash Easter Dash); May 20, Bark in the Park; July 16, Back to School Bash, Oct. 28, Trail & Treat Halloween

"Movie Presented by ... Sponsor"

\$500 per movie or \$1,500 for all year

Trail & Treat Halloween Event

Trail Sponsor (Title sponsor, reserved for 1) - \$3,000;
 Treat Sponsor - \$1,000

Back to School Bash

Monetary donations for school supplies or provide branded school supplies to distribute

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