



2018 City of Southlake Sponsorship Application

APPLICANT INFORMATION Please complete all data as required

COMPANY NAME: _____

CONTACT NAME: _____ TITLE: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

DAYTIME PHONE: _____ EVENING PHONE: _____ FAX: _____

EMAIL: _____ WEB PAGE: _____

Sponsor Responsibilities:

All applications are on a first-come, first-served basis. The City of Southlake reserves the right to refuse sponsorship from any corporation which, in our opinion, is unlikely to contribute to the overall mission of the organization, or does not align with our organizational values.

In order to represent your organization to the best of our ability, we need your assistance to make it a true success. Sponsors must also sign an agreement with the City of Southlake regarding policies and procedures before any opportunities will be granted.

Sponsorship payments will be invoiced by the City of Southlake following your confirmation and must be paid within thirty (30) days of invoice. Contributions to a city are tax deductible under Section 16, USCA 170. Sponsor should consult with its own tax advisor concerning how this provision applies to the sponsor's particular tax situation.

By checking this box, I have read and agree to the responsibilities of a sponsor.

Home for the Holidays Tree Lighting Celebration

Event Highlights

Date: Saturday, November 17, 2018

Location: Southlake Town Square

Anticipated Attendance: 10,000+

www.HomefortheHolidaysSouthlake.com

- The Tree Lighting Celebration is held in the heart of Southlake Town Square, one of the most popular shopping and dining districts in the Metroplex.
- Santa's Village is a popular spot for complimentary photos with Santa.
- Children can enjoy tubing down a four lane snow hill or build their own snowman.
- Families have the opportunity to take a complimentary carriage ride.
- Families will enjoy tasty treats from various food vendors such as funnel cakes, hot chocolate, kettle corn and more.
- Children from Southlake's school choirs provide holiday entertainment on two stages.
- A pyrotechnic show synced to holiday music from Southlake's Town Hall rooftop sparks the holiday magic.

Home for the Holidays Tree Lighting Celebration 2017:

- Event website received over 6,300 visits
- Reached more than 78,000 people on Facebook
- 43% of patrons were first-time attendees

Traditions Title Sponsor **SOLD \$8,000**

- Sponsor recognition as the title sponsor on the following event promotion:
 - City of Southlake's e-blast newsletter (distribution of 6,000+)
 - Southlake Parks and Recreation e-blast newsletter (distribution of 6,000+)
 - Press release in Southlake's online news source, MySouthlakeNews.com
 - City of Southlake Facebook and Twitter event promotion
 - All event press releases
 - Logo displayed on SouthlakeHomefortheHolidays.com until March 1, 2019
 - Logo prominently displayed on event informational kiosks
- Category/Product exclusivity for the event
- Recognition on snow hill
 - Logo prominently displayed at the top of snow hill (most popular attraction)
- First Right of Refusal for 2019
- Logo prominently displayed on main stage
- Logo prominently displayed on event signage
- Booth and/or display space of 10' x 10' in Family Park
- Sponsor will receive verbal recognition throughout the event
- 5 commemorative event ornaments
- 5 VIP parking passes



Home for the Holidays Tree Lighting Celebration Cont'd

Exclusive Level Sponsorships

\$5,000

Polar Pyrotechnics Sponsor **SOLD**

Snow Man Building Sponsor

Santa's Sleigh Sponsor

Each of the above sponsor options receives:

- Sponsor prominently recognized on the following event promotion:
 - Press release in Southlake's online news source, MySouthlakeNews.com
 - Logo prominently displayed on SouthlakeHomefortheHolidays.com until March 1, 2019
 - Logo will appear on event information kiosks
- Logo prominently displayed at selected activity site
- Logo displayed on event signage
- Display space of 10' x 10' to distribute promotional materials near selected activity
- Sponsor will receive verbal recognition throughout the event

Cheerful Crafts Corner Sponsor **SOLD**

\$3,000

- Logo prominently displayed at Cheerful Crafts Corner
- Booth and/or display space located near Cheerful Crafts Corner
- Logo displayed on SouthlakeHomefortheHolidays.com until March 1, 2019

Holiday Sponsor

*Multiple available

\$2,000

Each of the above sponsor options receives:

- Logo displayed on event signage
- Booth and/or display space of 10' x 10' to distribute promotional materials
- Sponsor recognized on event promotion:
 - Southlake Parks and Recreation e-blast newsletter (distribution of 6,000+)
 - Press release in Southlake's online news source, MySouthlakeNews.com
- Logo displayed on SouthlakeHomefortheHolidays.com until March 1, 2019
- Logo will appear on event information kiosks
- Sponsor will receive verbal recognition throughout the event

