

CITY OF
SOUTHLAKE



2020 Special Events Sponsorship Packet

Home for the Holidays

October 2020

Dear Potential Sponsor,

The City of Southlake hosts several special events throughout the year to create lasting memories for the community and visitors. The City has hosted the Home for the Holidays Tree Lighting Celebration for the past 20 years. This year we are excited to extend the festivities to 20 Days of Holiday Cheer that will take place December 1 – 20, 2020. The extended celebration will consist of daily pop-up events and the first-ever Southlake Holiday Cheer parade on December 6, 2020.

There are a variety of sponsorship opportunities to accommodate budgets of all sizes. Our goal is to provide a mutually beneficial experience that will enhance your business, marketing, and community outreach efforts to reach your target audience. In-kind sponsorships are also available and appreciated to help support the events.

Thank you in advance for considering a partnership with the City of Southlake and taking the time to review this packet of opportunities. This packet serves as an outline for sponsorship suggestions. However, we are always open to creative and innovative partnerships. Please share your ideas!

If you are interested in joining as an official event sponsor, please complete a sponsor application:

[20 Days of Holiday Cheer Sponsor Application](#)

[Holiday Cheer Parade Sponsor Application](#)

We wish you the best of luck in all your business pursuits and hope we can partner with you soon.

Kind Regards,

City of Southlake
Special Events Team



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.

Please contact Sarah Binion (sbinion@cityofsouthlake.com) with any questions.

20 Days of Holiday Cheer

Event Highlights

Date: Tuesday, December 1 – Sunday, December 20

Location: Southlake, TX

www.HomefortheHolidaysSouthlake.com

[20 Days of Holiday Cheer Sponsor Application](#)

This year has been challenging for everyone, which is why we feel it is especially important to bring holiday cheer to the community. 2020 marks the 20th anniversary of the Southlake Annual Tree Lighting celebration. The tree lighting on November 21 will look different from previous years and will be presented in a more virtual format. However, we are extending the celebration to 20 Days of Holiday Cheer that will take place on December 1 – 20, 2020. During the 20 Days of Holiday Cheer, the City of Southlake will work with partners to host pop-up in-person events throughout the City each day. With the help of our partners, we will bring many of the favorite "Home for the Holidays" activities to our community in a safe way.

Do you want to be a part of spreading holiday cheer around Southlake? There are many opportunities to join the fun. Whether it's providing hot cocoa on a crisp cool morning, hosting a holiday sweater fashion show, or providing a sweet treat – by joining as a sponsor/partner, you will have the opportunity to get creative and bring holiday cheer to Southlake. If you have an idea that is not listed below, please reach out to us, and let us help make your vision a reality!

Traditions Title Sponsor * Only 1 available **\$3,000**

- 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, 2021
 - Logo prominently displayed on event informational kiosks
- Category/Product exclusivity for the event
- Logo prominently displayed on event signage
- Booth and/or display space of 10' x 20' in Family Park during Parade of Lights
- Verbal recognition throughout the event(s)

Holiday Sponsor- Weekend *Only available per day **\$1,000**

Each sponsor receives:

- Booth and/or display space of 10' x 10' to engage with community and host a fun holiday activity
- Logo displayed during the event/activity sponsored
- Logo displayed on SouthlakeHomefortheHolidays.com until March 1, 2021
- Partner with City Departments to bring Holiday Cheer to Southlake
- One (1) "Holiday Cheer" Entry at the Holiday Cheer Parade

Holiday Sponsor-Weekday *Only available per day **\$750**

Each sponsor receives:

- Booth and/or display space of 10' x 10' to engage with community and host a fun holiday activity
- Logo displayed during the event/activity sponsored
- Logo displayed on SouthlakeHomefortheHolidays.com until March 1, 2021
- Partner with City Departments to bring Holiday Cheer to Southlake
- One (1) "Holiday Cheer" Entry at the Holiday Cheer Parade

20 Days of Holiday Cheer – Parade

Event Highlights

Date: Sunday, December 6, 2020

Time: 6 – 8 p.m.

Location: Dragon Stadium

www.HomefortheHolidaysSouthlake.com

[Holiday Cheer Parade Sponsor Application](#)

Are you interested in participating in Southlake’s first-ever Holiday Cheer Parade?

We are looking for imagination, uniqueness and, most of all...incredible decorating of your vehicle and booth space! Originality and creativity from our participants will help make the Holiday Cheer Parade a success. We encourage the use of lighted displays and festive decorations. Please feel free to contact us to discuss ideas.

All applications must be submitted by **Monday, November 30, 2020**. You will be notified of your application approval status by **Wednesday, December 2, 2020**. Before submitting your application, please review the participation guidelines [here](#).

Holiday Cheer Entry – Commercial **\$100**

- Three (3) Parking Spaces
- Two (2) hours of set up time

Polar Bear Entry – Non Profits **\$50**

- Three (3) Parking Spaces
- Two (2) hours of set up time

Snowman Entry - Clubs **\$25**

- One (1) Parking Space
- Two (2) hours of set up time

Gingerman Entry – Community Members **\$25**

- One (1) Parking Space
- Two (2) hours of set up time