



Home for the Holidays

CHRISTMASTIME IN SOUTHLAKE

2023 Sponsorship Application

APPLICANT INFORMATION

Please complete all data as required

ORGANIZATION NAME: _____

CONTACT NAME: _____

CONTACT TITLE: _____

WEB PAGE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

DAYTIME PHONE: _____

EMAIL: _____

HOW TO BECOME A SPONSOR

Step 1: Choose a Sponsorship Level

Review the sponsorship opportunities below and list your top three preferences at the bottom of page. Submit your application to Dylan Duque at dduque@ci.southlake.tx.us.

Step 2: Sign and Submit Sponsor Agreement

If the City accepts your sponsorship application, you will receive an email with your sponsorship level along with a copy of the Sponsor Agreement. Sponsors must review and sign the agreement regarding policies and procedures before becoming an official Stars and Stripes 2023 sponsor.

Step 3: Submit Payment

Once you have signed and submitted the Sponsor Agreement, the City of Southlake will send you an invoice confirming your sponsorship level. The invoice must be paid within thirty (30) days of receiving the invoice. Contributions to a city are tax deductible under Section 16, USCA 170. Sponsors should consult with their own tax advisor concerning how this provision applies to the sponsor's particular tax situation.

Please note: The details of sponsorship levels are subject to change.

1st Preference: _____

2nd Preference: _____

3rd Preference: _____

If you prefer to bring your own branded equipment (tent, tables, chairs, etc.) please notify us here:

Home for the Holidays-Christmastime in Southlake

Event Highlights

Date: Saturday, November 18, 2023

Time: 4:30-8:30 p.m.

Location: Southlake Town Square

Previous Attendance: 10,000+

www.SouthlakeHomefortheHolidays.com

The City of Southlake's Home for the Holidays- Christmastime in Southlake Tree Lighting Celebration is our second largest single-day event of the year! This FREE event is held in the heart of one of the most popular shopping and dining districts in the Metroplex, Southlake Town Square. Help the City of Southlake kick off the holiday season with our annual Christmas Tree Lighting Celebration followed by a short firework show.

Families can slide down a snow hill, take a complimentary carriage ride, and enjoy holiday treats such as funnel cakes, hot chocolate, kettle corn and more! Santa's Village is a popular spot for complimentary photos with Santa. Local elementary school choirs and organizations provide live holiday entertainment throughout the event. A pyrotechnic show synced to holiday music sparks the holiday magic above Southlake Town Hall!

Presenting Title Sponsor- FILLED

\$8,000

- Exclusive Presenting Sponsor of Home for the Holidays
 - EXCLUSIVE category/product presence to 10,000+ attendees
- Media Coverage
 - Sponsor recognition
 - Logo recognition in print display and digital advertising:
 - City of Southlake e-blast newsletter (distribution to 6,000+ subscribers with a 50% open rate)
 - Select Southlake e-blast newsletter (distribution to 1,400+ businesses)
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
- Digital and Social Media Marketing
 - Event Website-www.SouthlakeHomefortheHolidays.com
 - Logo displayed on website until March 1, 2024
 - Logo will include URL link to business website
 - Logo and link on sponsor page of event website
 - Social Media
 - Visit Southlake Facebook and Instagram will tag organization in at least one (1) post
 - Digital Town Square Kiosk
 - Digital Town Square Kiosk advertisement displayed for 1 month leading up to event
- Promotional materials
 - First priority of one (1) 10'x10' area to be in a premium high traffic area
 - One (1) 10'x10' tent, one (1) table, two (2) chairs provided
 - Opportunity for company spokesperson to welcome attendees from Main Stage (Rustin & Family Park Stage)
 - Logo on Main Stage (Rustin & Family Park Stage)
 - Logo displayed on event informational kiosks
 - Verbal recognition throughout the event
 - First Right of Refusal for 2024 Title Sponsor
 - Deadline for 2024 First Right of Refusal is June 1, 2024
- Five (5) commemorative event ornaments
- Five (5) VIP Parking Passes



Home for the Holidays-Christmastime in Southlake

Associate Ice Sponsor

\$5,000

- Exclusive Snow Hill Sponsor
- Exclusive Kid's Corner Sponsor
- Associate Sponsor recognition on the following materials:
 - Media Coverage
 - Sponsor recognition
 - Logo recognition in print display and digital advertising:
 - City of Southlake e-blast newsletter (distribution to 6,000+ subscribers with a 50% open rate)
 - Select Southlake e-blast newsletter (distribution to 1,400+ businesses)
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Digital and Social Media Marketing
 - Event Website (www.SouthlakeHomefortheHolidays.com)
 - Logo displayed on website until March 1, 2024
 - Logo will include URL link to business website
 - Logo and link on sponsor page of event website
 - Digital Town Square Kiosk
 - Digital Town Square Kiosk advertisement displayed for 1 month leading up to event
 - Promotional materials
 - One (1) 10'x10' area to be near the Snow Hill or Ice Sculptor
 - One (1) 10'x10' tent, one (1) table, two (2) chairs provided
 - Opportunity for company spokesperson to welcome attendees from Frank Edgar Cornish, IV Park Stage
 - Verbal recognition throughout the event
 - Logo displayed on event informational kiosks
- Five (5) commemorative event ornaments



Home for the Holidays- Christmastime in Southlake

Supporting Holiday Sponsor (Multiple available) \$4,000

- Carriage Rides or Shopping Corner (choose 1)
- Supporting Sponsor recognition on the following materials:
 - Digital and Social Media Marketing
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Event Website (www.SouthlakeHomefortheHolidays.com),
 - Logo displayed on website until March 1, 2024
 - Logo will include URL link to business website
 - Logo and link on sponsor page of event website
 - Digital Town Square Kiosk
 - Digital Town Square Kiosk advertisement displayed for 1 month leading up to event
 - Promotional materials
 - One (1) 10'x10' area in sponsored area
 - One (1) 10'x10' tent, one (1) table, two (2) chairs provided
 - Logo displayed on event informational kiosks
 - Logo displayed in sponsored area
 - Verbal recognition throughout the event
 - Three (3) commemorative event ornaments

Candy Cane Video Sponsor \$2,000

- Digital and Social Media Marketing
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Event Website (www.SouthlakeHomefortheHolidays.com)
 - Logo displayed on website until March 1, 2024
 - Logo will include URL link to business website
 - Logo and link on sponsor page of event website
- Promotional Materials
 - Logo displayed on 2024 Home for the Holidays-Christmastime in Southlake promotional video prior to the event
 - Promotional video displayed on City of Southlake social media
 - Logo displayed on event informational kiosks

Contributing Elf Sponsor (Multiple available) \$1,000

- Sponsor recognized as a Contributing Sponsor on the following materials:
 - Digital and Social Media Marketing
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Event Website (www.SouthlakeHomefortheHolidays.com)
 - Logo displayed on website until March 1, 2024
 - Logo will include URL link to business website
 - Logo and link on sponsor page of event website
- One (1) 10'x10' area inside of event footprint
 - One (1) 10'x10' tent, one (1) table, two (2) chairs provided
- Logo displayed on event informational kiosks



Southlake