

A Magical
BLVD
Christmas

SPONSORSHIP INFORMATION

FACTS, BENEFITS & DEMOGRAPHICS

DETAILS

Enjoy the sights, sounds, and feel of the holiday season on Saturday, December 9 from 5 to 9 p.m. in downtown Lancaster. Bring the entire family and spend the evening with carolers, dancing, and outstanding Christmas entertainment. Holiday enthusiasts can browse through the Christkindlmarkt for crafts and food and be dazzled with a brilliant display of lights, live entertainment, and numerous holiday scenes. A Magical BLVD Christmas offers an excellent opportunity for sponsors to align their brand with a cherished, family-friendly event that is well-attended and highly visible in the community. There's 'snow' doubt that this sponsorship opportunity will 'sleigh' your brand's visibility this holiday season. Let's 'rein' in the joy together!

BENEFITS

Join us for an unforgettable day filled with a plethora of offerings of the most cheerful festivities, music, entertainment and more. Indulge in the holiday spirit and create long-lasting memories!

Customized sponsorship packages include:

- Engage Digitally: Outreach to approx. 17k residents
- Brand Showcases: Prime exhibit space and signage
- Product Awareness: Direct product distribution
- Fun Giveaways: Promote with custom swag
- Public Thank You: Stage announcements
- Web Wonders: Boosted website visibility

All this and more are designed to align with your unique goals! Let's come together to ensure that A Magical BLVD Christmas becomes an outstanding success!

DEMOGRAPHICS*

\$84,486 Average Income

30% Anglo • 5% Asian • 41% Hispanic

21% African American • 3% Other

*2021

LIVE MUSIC, FOOD,
LOCAL VENDORS,
ENTERTAINMENT, &
FAMILY FUN



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A Magical BLVD Christmas SPONSORSHIP PACKAGES

LEVELS AND BENEFITS



Sponsor Tier	Sponsor Cost	Benefits
Santa's Sponsor	\$10,000	10x20 exhibit space - includes electricity, tables, chairs, and tent; Tagged and mentioned in City of Lancaster social media promotions and press releases related to A Magical BLVD Christmas; 4 "thank you" announcements; 8 tickets to VIP social/lounge; Prominent logo and link to sponsor website on the event webpage; Company logo and/or name on sponsor "thank you" banner at the main stage; Company recognized during the welcome ceremony/tree lighting; 3 sponsor-specific "thank you" social media posts (2 prior to event and 1 post event), :30 radio spot
Candy Cane Champion	\$6,000	10x10 exhibit space - includes electricity, tables, chairs, and tent; Tagged and mentioned in City of Lancaster social media promotions and press releases related to A Magical BLVD Christmas; 3 "thank you" announcements; 6 tickets to VIP social; Logo and link to sponsor website on the event page; Company logo and/or name on sponsor "thank you" banner at the main stage; Company recognized during the welcome ceremony/tree lighting; 2 sponsor-specific "thank you" social media posts (prior to event); :30 radio spot
Elf Enthusiast	\$3,000	10x10 exhibit space - includes electricity, tables, chairs, and tent; Tagged and mentioned in City of Lancaster social media promotions and press releases related to A Magical BLVD Christmas; 2 "thank you" announcements; 4 tickets to VIP social; Logo and link to sponsor website on the event page; Company logo and/or name on sponsor "thank you" banner at the main stage; Company recognized during the welcome ceremony/tree lighting; :30 radio spot
Frosty Friend	\$500	10x10 exhibit space - includes electricity, tables, chairs, and tent; Logo and link to sponsor website on the event webpage; Tagged and mentioned in City of Lancaster social media promotions and press releases related to the A Magical BLVD Christmas; 2 tickets to VIP social/lounge; 1 "thank you" announcement; Company logo and/or name on sponsor "thank you" banner at the main stage;; Company recognized during the welcome ceremony/tree lighting

Opportunities to sponsor over \$10,000 with additional benefits are available.

All sponsors will receive performance metrics post event.

Media submission deadline: Nov 17. All media assets subject to change.

