



2021 Sponsorship & Marketing Opportunities

Community Supporter,

October 15th, 2021

The Gonzales Main Street Program & Winterfest Organizers would like to thank you in advance for your consideration of a 2021 Winterfest Sponsorship. We are excited to present your business with a variety of opportunities designed to highlight your business to our community and festival attendees.

Just like your business depends on customer awareness, our ability to provide the community with a multi-day winter wonderland experience brimming with holiday spirit depends on the generous support of our supporters. Your sponsorship will help assist with our multi-day event production costs while also helping several nonprofits raise money for scholarships and downtown revitalization projects.

We simply could not make this annual holiday celebration happen without the generous support and commitment of our local business community. On behalf of the Winterfest event committee, Main Street Advisory Board, City staff, and the 5,000+ Winterfest attendees.

THANK YOU for reading this far. Hopefully you will spend some more time with us- whether that is perusing a variety of sponsorship levels on these pages- designed to help promote your business and build community spirit- or whether your time is spent downtown ice skating or waving at the lighted Christmas Parade- your support at any level- drives our work.

We look forward to hearing back from you and once again celebrating our business community as we work together to host another wonderful community tradition in historic downtown Gonzales at Winterfest 2021., Friday December 3rd-Sunday December 5th. We are adding activities daily check our website for the most up to date event schedule and Winterfest details.

Let's work together to ensure Winterfest 2021 is **snow much fun!**



Liz Reiley
lireiley@gonzalestexas.gov
Phone: (830) 672-2815
Text: (830)- 203-1705





Winterfest



2021 Sponsorship & Marketing Opportunities

Winter Wonderland

EXCLUSIVE

Ice Skating Rink Sponsor

**\$5,000
Level**

EXCLUSIVE

Carriage Ride Sponsor

- **Company Name printed in our annual Thank You Ad**
- **Your business Logo included on bit.ly/gonzaleswinterfest**
- **Your support of Winterfest mentioned on our social media outlets six times (6)**
- **Focused promotional post(s) on our social directly about your business (2)**
- **Complimentary entry for the Lighted Christmas Parade**
- **Tickets to the Annual Tour of Homes (5)**
- **Wristbands for the Children's Activities during Winterfest (5)**
- **Company Slide promoting your business during our Friday night film (Rudolph the Red Nosed Reindeer)**
- **Thank You mention on the JB Wells Arena Sign the week of Winterfest**
- **Company banner displayed on Winterfest activity (ice Rink or Carriage Rides) during event (banner must be provided)**
- **Free Arts & Crafts Vendor Space to promote your business**

**\$3,500
Level**

Frosty the Snowman

EXCLUSIVE Snow Globe Sponsor

- **Company Name printed in our annual Thank You Ad**
- **Your business Logo included on bit.ly/gonzaleswinterfest**
- **Your support of Winterfest mentioned on our social media outlets five times (5)**
- **Focused promotional post(s) on our social directly about your business (1)**
- **Complimentary entry for the Lighted Christmas Parade**
- **Tickets to the Annual Tour of Homes (4)**
- **Wristbands for the Children's Activities during Winterfest (4)**
- **Company Slide promoting your business during our Friday night film (Rudolph the Red Nosed Reindeer)**
- **Company banner displayed on Winterfest SnowGlobe during event (banner must be provided)**
- **Free Arts & Crafts Vendor Space to promote your business**

EXCLUSIVE

Movie Night Sponsor

Christmas Angel's

EXCLUSIVE

Entertainment Sponsor

\$2,500 Level

- **Company Name printed in our annual Thank You Ad**
- **Your business Logo included on bit.ly/gonzaleswinterfest**
- **Your support of Winterfest mentioned on our social media outlets four times (4)**
- **Complimentary entry for the Lighted Christmas Parade**
- **Tickets to the Annual Tour of Homes (2)**
- **Wristbands for the Children's Activities during Winterfest (4)**
- **Company Slide promoting your business during our Friday night film (Rudolph the Red Nosed Reindeer)**
- **Company banner displayed at Winterfest activity (iInflatable Movie Screen or Entertainment Stage.)**
- **Free Arts & Crafts Vendor Space to promote your business**

Food Court Sponsor

EXCLUSIVE

\$2,000 Level

Photo Booth Sponsor

EXCLUSIVE

Stocking Stuffer's

- **Company Name printed in our annual Thank You Ad**
- **Your business name included on bit.ly/gonzaleswinterfest**
- **Your support of Winterfest mentioned on our social media outlets three times (3)**
- **Complimentary entry for the Lighted Christmas Parade**
- **Tickets to the Annual Tour of Homes (1)**
- **Wristbands for the Children's Activities during Winterfest (3)**
- **Company name mentioned of film credits during our Friday night film (Rudolph the Red Nosed Reindeer)**
- **Company banner displayed at Winterfest activity (Food Court or Photo Booth)**
- **Free Arts & Crafts Vendor Space to promote your business**

Snow Slide Sponsor

ONLY TWO AVAILABLE

Santa's Sleigh

\$1,500 Level

- **Company Name printed in our annual Thank You Ad**
- **Your business name included on bit.ly/gonzaleswinterfest**
- **Your support of Winterfest mentioned on our social media outlets twice (2)**
- **Wristband for the Children's Activities during Winterfest (2)**
- **Company name mentioned of film credits during our Friday night film (Rudolph the Red Nosed Reindeer)**
- **Company banner displayed at Winterfest activity (Slide side #1 or Slide Side #2.)**
- **Free Arts & Crafts Vendor Space to promote your business**

**\$1,000
Level**

The Bumble **EXCLUSIVE**

- **Company Name printed in our annual Thank You Ad**
- **Your business name included on bit.ly/gonzaleswinterfest**
- **Your support of Winterfest mentioned on our social media outlets**
- **Opportunity to walk with the Abominable Snowman (The Bumble) for photo ops on Friday evening**
- **Company name mentioned of film credits during our Friday night film (Rudolph the Red Nosed Reindeer)**



December 3-5, 2021

Winterfest DOWNTOWN GONZALES

2021

**Sponsorship
opportunities
not in your
current
budget?**

**No worries. There are
plenty of ways to
support Winterfest
and Gonzales Main
Street this season!**

**Be a friend of
Winterfest and make a
donation in any dollar
amount, volunteer
downtown during
Winterfest and
remember to
#shopsmall on Small
Business Saturday in
downtown
Gonzales and help
spread the holiday
spirit in our
community!**

Santa's Elves

**\$750
Level**

**Community Supporter
NON EXCLUSIVE**

- **Company Name printed in our annual Thank You Ad**
- **Your business name included on bit.ly/gonzaleswinterfest**
- **Your support of Winterfest mentioned on our social media outlets**
- **Company name mentioned of film credits during our Friday night film (Rudolph the Red Nosed Reindeer)**

**\$500
Level**

**Community Supporter
NON EXCLUSIVE**

Santa's Reindeer

- **Company Name printed in our annual Thank You Ad**
- **Your business name included on bit.ly/gonzaleswinterfest**
- **Your support of Winterfest mentioned on our social media outlets**

Yes! My business is interested in having
**snow much fun
(sponsorship fun)**

Please completed the enclosed Sponsorship
Commitment Form as soon as possible.



2021 Sponsorship Commitment Form



Name of Organization or Business Name:

Sponsorship Contact Name: _____

Contact Name Phone: _____

Contact Name Cell: _____

Contact Name Email: _____

Address: _____

City _____ **State** _____ **Zip** _____

Preferred Sponsorship Level: _____

Sponsorship Investment Amount: _____

Package Sponsorship Activity (if applicable, i.e. Carriage Ride or Ice Rink):

1st choice _____

2nd choice _____

Please select your preferred Payment Options:

_____ **Check Enclosed**

Or

_____ **Please Invoice Us**

Checks are to be made payable to Gonzales Main Street, Inc.

All payments must be received within 20 business days or invoice receipt and PRIOR to the December 1st in order to guarantee your sponsorship level and marketing benefits.



Yes!

December 3-5, 2021

Winterfest

DOWNTOWN GONZALES

Count us in as a 2021 Winterfest Supporter!

Authorized Representative Signature

Date

Please return this page to:

Gonzales Main Street

Attn: Liz Reiley

lreiley@gonzales.texas.gov

820 N. Saint Joseph Street, Gonzales, Texas 78629

Phone: (830) 672-2815 Text: (830)- 203-1705