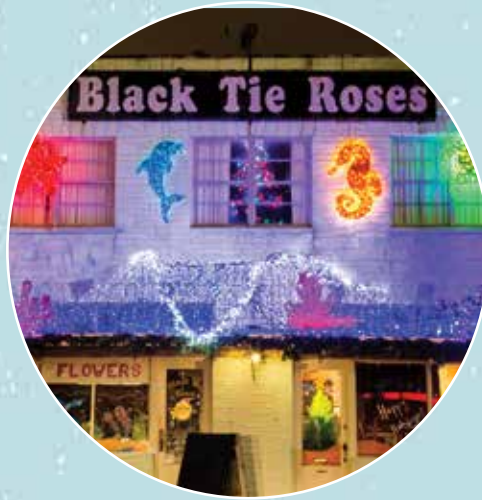


# 2019 Downtown Holiday Event Series

## Sponsorship Brochure



Deck Downtown



Mayor's Battle of the Bulbs



Peppermint Lane

For Sponsorship Information, contact Alyssa Barrera Mason  
361-882-2363 or [alyssa@cctexasdmd.com](mailto:alyssa@cctexasdmd.com)

# 2019 Sponsorship Opportunities

## Deck Downtown



Presenting Sponsor - \$5,000

- Premier sponsor name & logo featured on all marketing collateral
- Volunteer T-shirt featuring sponsor logo on back
- Sponsor dedicated blog & recognition in District newsletter
- Inclusion in all event promotions including print, digital & social media
- Volunteer opportunities for sponsor employees
- Sponsor mention in all press releases/media pitches
- License to use “sponsor of event” in company’s advertising/promotions
- Event professional photography & digital images provided to sponsor
- 5 Passes to Peppermint Lane VIP Event Reception

## By the Numbers:

Event  
Date:

Nov  
10

Anticipated  
Attendance:

100

Target  
Audience:

All Ages

Social  
Media:

28,000  
Followers

# 2019 Sponsorship Opportunities

## Mayor's Battle of the Bulbs



Presenting Sponsor - \$5,000

- Sponsor name & logo on Contest materials and trophies
- Sponsor representative included as a Contest Celebrity Judge
- Sponsor name & logo on event web page
- Sponsor dedicated blog & recognition in District newsletter
- Inclusion in all event promotions including print, digital & social media
- Sponsor mention in all press releases/media pitches
- License to use “sponsor of event” in company’s advertising/promotions
- Event professional photography & digital images provided to sponsor
- 10 Passes to Peppermint Lane VIP Event Reception

## By the Numbers:

Event Date:	Anticipated Attendance:	Target Audience:	Social Media:
Nov 23 - Jan 3	10,000	All Ages	28,000 Followers

# 2019 Sponsorship Opportunities

## Peppermint Lane Official Holiday Kick-Off Party



### Presenting Sponsor - \$15,000

- Premier sponsor name & logo on Peppermint Lane Banners
- Sponsor name & logo on stage during Kick-Off Party
- Sponsor representative on stage during official ribbon cutting
- Sponsor feature in the Marina Arts District newsletter
- Inclusion in all event promotions including print, digital & social media
- Sponsor mention in all press releases/media pitches
- License to use "sponsor of event" in company's advertising/promotions
- Event professional photography & digital images provided to sponsor
- Opportunity to distribute sponsor provided giveaways at official kick-off event
- 10 Passes to Peppermint Lane VIP Event Reception
- First right of refusal for next year's event

### T-Shirt Sponsor - \$6,000

- Sponsor name & logo on sleeve of 500 shirts
- Sponsor name & logo on event web page
- Inclusion in all event promotions including print, digital & social media
- License to use "sponsor of event" in company's advertising/promotions
- 4 Passes to VIP Event Reception



# 2019 Sponsorship Opportunities

## Craft & Carnival Sponsor - \$6,000

Little elves will have the opportunity to ride free carnival rides and make festive arts and craft to take home!

- Sponsor name & logo on A-frames
- Sponsor name & logo on event web page
- Sponsor name & logo on back of event t-shirt
- Inclusion in all event promotions including print, digital & social media
- License to use “sponsor of event” in company’s advertising/promotions
- 2 Passes to VIP Event Reception



## Big Elves Fun Zone Sponsor - \$6,000

There will be fun for everyone! Inflatable games will line Lawrence Street so the big elves can partake in the holiday festivities.

- Sponsor name & logo on Fun Zone Banner
- Sponsor name & logo on event web page
- Sponsor name & logo on back of event t-shirt
- Inclusion in all event promotions including print, digital & social media
- License to use “sponsor of event” in company’s advertising/promotions
- 4 Passes to VIP Event Reception

## Holiday Market Sponsor - \$5,000

It’s no coincidence that the Holiday Kick-Off Party is also on Shop Small Saturday, so here’s your chance to get your holiday shopping done!

- Sponsor name & logo on A-Frames
- Sponsor name & logo on event web page
- Sponsor name & logo on back of event t-shirt
- Inclusion in all event promotions including print, digital & social media
- License to use “sponsor of event” in company’s advertising/promotions
- 4 Passes to VIP Event Reception

# 2019 Sponsorship Opportunities

## Stage Sponsor - \$3,000

Live entertainment will include children and school choirs and local bands

- Sponsor name & logo on stage banner
- Sponsor name & logo on event web page
- Sponsor name & logo on back of event t-shirt
- Inclusion in all event promotions including print, digital & social media
- License to use “sponsor of event” in company’s advertising/promotions
- 2 Passes to VIP Event Reception



## North Pole Post Office Sponsor - \$3,000

No holiday season is completely without a letter to Santa! Children will have the opportunity to write their wish list and drop it in the official North Pole Mailbox!

- Sponsor name & logo on official North Pole Mailbox
- Sponsor name & logo on official letter to Santa
- Sponsor name & logo on back of event t-shirt
- Inclusion in all event promotions including print, digital & social media
- License to use “sponsor of event” in company’s advertising/promotions
- 2 Passes to VIP Event Reception

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## By the Numbers:

Event Date:	Anticipated Attendance:	Target Audience:	Social Media:
Nov 23 - Jan 3	10,000	All Ages	28,000 Followers

# Sponsorship Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Primary Contact Number: \_\_\_\_\_

Primary Contact Email: \_\_\_\_\_

## Sponsorship (check all that apply):

- Deck Downtown Presenting Sponsor (\$5,000)
- Battle of the Bulbs Presenting Sponsor (\$5,000)
- Peppermint Lane Holiday Kick-Off & Celebration Presenting Sponsor (\$15,000)
- T-Shirt Sponsor (\$6,000)
- Craft & Carnival Sponsor (\$6,000)
- Big Elves Fun Zone Sponsor (\$6,000)
- Holiday Market Sponsor (\$5,000)
- Stage Sponsor (\$3,000)
- North Pole Post Office Sponsor (\$3,000)

Sponsorship Total: \$ \_\_\_\_\_

Signature: \_\_\_\_\_



# WHO WE ARE

The Corpus Christi Downtown Management District (DMD), established in 1993, is a professional Downtown management district representing property owners and stakeholders within the area bounded by Kinney Street to I-37, and Lower Broadway to the Corpus Christi Marina L and T-Heads. In 2013, the property owners voted to renew the district through 2023. In 2015, DMD led stakeholders through a branding process naming this destination as the Marina Arts District while retaining DMD to refer to the organization and the programs and services we provide.

# WHAT WE DO

In partnership with City of Corpus Christi, Tax Increment Zone (TIRZ), collaborating organizations and stakeholders, DMD will continue to provide the revitalization services for the Marina Arts District and Greater Downtown Area that create a vibrant, attractive environment to invest, locate a business, visit, live, work and play.

Funding for the services are provided by a public private partnership that includes the Downtown Management District levy, TIRZ, stakeholder investments and memberships, sponsorships, grants and event revenue. Services provided include:

- District Operations
- Development and Improvement
- Communications and Events
- Organizational Managements

# GET INVOLVED

If you would like to get involved in Downtown revitalization, either through the DMD's Advisory Council, Merchant Association, or simply volunteering within the community, contact Alyssa Barrera, Executive Director, or Jordan Michael, Communication and Events Manager.

Alyssa Barrera Mason  
alyssa@cctexasdmd.com  
361-882-2363

Jordan Michael  
jordan@cctexasdmd.com  
361-882-2363