

2022 Sponsorship Opportunities

Last year the SDDA saw tremendous success by creating three distinctly different and delightful downtown sites for our community to visit over three Saturdays in December. Hundreds of children and adults enjoyed visiting Santa's Sleigh & Reindeer in Candy Cane Courtyard, Santa's Cottage in Gingerbread Gardens and Santa's Downtown Workshop located on South New Street. Building off of last year's events, all three Santa Sites will return this December, allowing family and friends to once again create new holiday memories in downtown Staunton. We're pleased to be partnering with the Staunton Farmer's Market for the return of the WINTER MARKET which will take place 9am-1pm in the historic Wharf district. We're also calling on some other talented individuals to join us as strolling characters and carolers on the streets of downtown **10am-2pm, Saturdays, December 3, 10, 17th**. As always, there's MUCH TO DO in downtown Staunton this holiday season! Build your brand awareness and engage with the Staunton community during this holiday season by becoming one of our **2022 SATURDAYS IN DECEMBER** Sponsors. **Please contact SDDA at (540) 332-3867 OR info@stauntondowntown.org for more information!**

Santa Site Sponsor / \$1,500

3 Sponsorships/Sites available

Name/Company logo displayed as title/signature sponsor (day of event) at Santa Site

Name/Company name displayed on signage at all three Saturdays in December events

Recognition in print advertising/press releases, listed as a sponsor of Saturdays in December

Recognized in online advertising including SDDA website, social media and e-blasts

- About 5,000 website visits per month
- SDDA currently has over 5,500 followers on Facebook and 2,500 on Instagram
- Over 3,000 subscribers in the SDDA "community" e-blast list

SDDA social media posts recognizing (and linking) name/company as a sponsor of Saturdays in December

Name/Company logo printed on posters/flyers/sandwich boards promoting Saturdays in December

Featured on Santa's Staunton Downtown Map (illustrated by a local Artisan)

Opportunities for company/staff participation at Saturday events (helpers, or table/company materials/hand-outs)

Opportunity for staff photo w/ Santa & Friends

Name/Company makes it onto Santa's NICE list for 2022

**Santa Sites are designed, styled and staffed with help from our friends at ShenanArts & Oak Grove Theatre*

NO LONGER AVAILABLE

December 3- Santa's Sleigh & Reindeer, Candy Cane Courtyard @ City National Bank (38 N Central Ave, Staunton)

December 10- Santa's Cottage, Gingerbread Garden @ Woodrow Wilson Presidential Library & Museum

December 17 - Santa's Downtown Workshop @ The Space (35A South New Street, Staunton)

Santa's Downtown Mailbox / \$500

1 Sponsorship available

Name/Company logo displayed on Santa's Downtown Mailbox during Saturdays in December

Recognition in print advertising listed as Santa's Downtown Mailbox sponsor

Recognized in online advertising including SDDA website, social media and e-blasts

- About 5,000 website visits per month
- SDDA currently has over 5,500 followers on Facebook and 2,500 on Instagram
- Over 3,000 subscribers in the SDDA "community" e-blast list

Featured on Santa's Staunton Downtown Map (illustrated by a local Artisan)

Name/Company makes it onto Santa's NICE list for 2022

SDDA social media post recognizing (and linking) name/company as sponsor of Santa's Downtown Mailbox

Downtown Elf / \$25

Recognized in online holiday advertising including SDDA website, social media

Name/Company makes it onto the Naughty **or** Nice list (your choice)



Saturdays in December