

# 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.**

In addition to visiting with Santa, Mrs. Claus and friends during three Saturdays in December, community members (of all ages) will have **two opportunities** to visit and take selfies with Staunton's 2022 Snow Court, enjoy festive holiday music and delightful treats (such as hot chocolate and/or cookies) and take a ride in an open carriage (staffed by Lexington Carriage Company) in historic downtown Staunton. Staunton's 2022 Snow Court & Carriage will be downtown:

*Saturday, December 3 @ Central Avenue and Saturday, December 10 @ the Wharf*

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 being a part of SATURDAYS IN DECEMBER in Downtown Staunton by becoming one of our **2022 Snow Court and/or Carriage Sponsors.**

## Snow Court Sponsor / \$3,000

### 1 Sponsorship available

1 entry in the Staunton Christmas Parade **11/28**, follows behind 2022 Snow Court Carriage (Lexington Carriage Company)  
Name/Company logo printed on banner as Staunton's 2022 Snow Court Sponsor (in front of carriage in Staunton Christmas Parade)  
Name/Company logo displayed as sponsor during **TWO SATURDAYS IN DECEMBER: 12/3** (Central Avenue) **AND 12/10** (Wharf)  
Recognition in print advertising/press releases, listed as 2022 Snow Court Sponsor (part of Saturdays in December events/happenings)  
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 to) name/company as 2022 Snow Court Sponsor

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

Featured on Santa's 2022 Staunton Downtown Market (illustrated by a local Artisan)

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

Opportunities for company/staff to be appear as costumed Snow Court characters (styled by SDDA costumers) parade and Saturday events

Opportunity for staff photo w/ Santa & Friends

Opportunity to be returning sponsor in 2023 as the Snow Court returns with goals of expanded activities during WINTER AT THE WHARF

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 and community volunteers*

## Carriage Sponsor / \$1,500

### 2 Sponsorships available

Name/Company logo displayed as sponsor during **ONE SATURDAYS IN DECEMBER** event: **12/3** (Central Avenue) **OR 12/10** (Wharf)

Recognition in print advertising/press releases, listed as a 2022 Carriage Sponsor (part of Saturdays in December events/happenings)

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 to) name/company as a 2022 Carriage Sponsor

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

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

Opportunities for company/staff to be appear as costumed Snow Court characters (styled by SDDA costumers) parade and Saturday event

Opportunity for staff photo w/ Santa & Friends

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

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Snow Court & Carriage