



2024
SPONSORSHIP
APPLICATION



HOME FOR THE HOLIDAYS

CHRISTMASTIME IN SOUTHLAKE

SATURDAY, NOVEMBER 23, 2024

4:30 P.M. - 8:30 P.M.

SOUTHLAKE TOWN SQUARE

ANTICIPATED ATTENDANCE: 19,000+

Where joy meets illumination, embrace the holiday magic at Southlake Home for the Holidays—Christmastime in Southlake. Kick off the festive season with the lighting of the magnificent Christmas tree and the enchanting glow that blankets Southlake Town Square. As the night unfolds, the square becomes a twinkling wonderland, a celebration of all things merry and bright. Join us for an unforgettable evening of seasonal sounds, charming activities, and an atmosphere that will make your business known for the holidays. This event is hosted annually on the Saturday before Thanksgiving.

The City of Southlake's Home for the Holidays- Christmastime in Southlake Tree Lighting Celebration is our second largest single-day event of the year! This FREE event is held in the heart of one of the most popular shopping and dining districts in the Metroplex, Southlake Town Square. Help the City of Southlake kick off the holiday season with our annual Christmas Tree Lighting Celebration followed by a short firework show.

Families can slide down a snow hill, take a complimentary trackless train ride, and enjoy holiday treats such as funnel cakes, hot chocolate, kettle corn and more! Santa's Village is a popular spot for complimentary photos with Santa. Local elementary school choirs and organizations provide live holiday entertainment throughout the event. A pyrotechnic show synced to holiday music sparks the holiday magic above Southlake Town Hall!

SPONSORSHIP PACKAGES:

Home for the Holidays Presenting Sponsor (EXCLUSIVE - 1 available) : \$8,000

EXCLUSIVE Presenting Sponsor of Home for the Holidays

- EXCLUSIVE category/product presence to an estimated 10,000+ attendees

Presenting Sponsor recognition on the following materials:

- City of Southlake e-blast newsletter (distribution to 6,000+ subscribers with a 50% open rate)
- Select Southlake e-blast newsletter (distribution to 1,400 businesses)
- Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com

Digital and Social Media Marketing

- Logo displayed on event website www.SouthlakeHomefortheHolidays.com until March 1, 2025, and will include URL link to business website

Logo featured within social media posts

- Visit Southlake Facebook and Instagram posts will include tagging of sponsor with their social media handle
- City of Southlake Facebook event promotion

Digital Town Square Kiosk

- Digital Town Square Kiosk advertisement displayed for 1 month leading up to event
- Logo displayed during event on digital kiosk in Town Square

Promotional materials

- First priority of one (1) 10'x10' area to be in a premium high traffic area
 - One (1) 10'x10' tent, one (1) table, two (2) chairs provided
- Opportunity for company spokesperson to welcome attendees from Main Stage (Rustin Pavilion)
- Logo displayed on Main Stage (Rustin Pavilion) signage
- Logo displayed on event informational kiosks
- Verbal recognition during the event
- Right to Exclusive Period of Negotiation for 2025 Title Sponsor
 - Deadline is June 1, 2025
- 5 commemorative ornaments

Winter Wonderland Sponsor (EXCLUSIVE - 1 Available) : \$5,500

- **EXCLUSIVE Snow Hill Sponsor**
- **EXCLUSIVE Kids Corner Sponsor**
- **Winter Wonderland Sponsor recognition on the following materials:**
 - Media Coverage
Sponsor recognition in paid and promotional advertising campaign
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Digital Marketing
 - Logo displayed on event website www.SouthlakeHomefortheHolidays.com until March 1, 2025, and will include URL link to business website
 - Digital Town Square Kiosk
 - Digital Town Square Kiosk advertisement displayed for 1 month leading up to event
 - Logo displayed during event on digital kiosk in Town Square
 - Promotional materials
 - One (1) 10'x10' area inside of event footprint
 - One (1) 10'x10' tent, two (2) tables, two (2) chairs provided
 - Verbal recognition throughout the event

Holiday Cheer Sponsor (EXCLUSIVE - 1 Available) : \$4,000

- **EXCLUSIVE T-shirt Sponsor**
- **Holiday Cheer Sponsor recognition on the following materials:**
 - Digital Marketing
 - Logo displayed on event website www.SouthlakeHomefortheHolidays.com until March 1, 2025, and will include URL link to business website
 - Digital Town Square Kiosk
 - Logo displayed during event on digital kiosk in Town Square
 - Promotional materials
 - One (1) 10'x10' area inside of event footprint
 - One (1) 10'x10' tent, two (2) tables, two (2) chairs provided
 - Verbal recognition throughout the event
 - Five (5) complimentary event T-Shirts

Candy Cane Lane Video Sponsor (EXCLUSIVE - 1 Available) : \$2,000

- **Candy Cane Lane Sponsor recognition on the following materials:**
 - Digital Marketing
 - Logo displayed on event website www.SouthlakeHomefortheHolidays.com until March 1, 2025, and will include URL link to business website
 - Promotional materials
 - Logo displayed on 2024 Home for the Holidays promotional video prior to the event
 - Promotional video displayed on City of Southlake social media
 - Logo displayed on event informational kiosks

Contributing Elf Sponsor (multiple available) : \$1,000

Sponsor recognized as a Contributing Sponsor on the following materials:

- **Digital and Social Media Marketing**
 - Sponsor mention in event press release in Southlake's online news source, www.MySouthlakeNews.com
 - Logo displayed on event website www.SouthlakeHomefortheHolidays.com until March 1, 2025, and will include URL link to business website
- **One (1) 10'x10' area inside of event footprint**
 - One (1) 10'x10' tent, two (2) tables, two (2) chairs provided
- **Logo displayed on event informational kiosks**

HOW TO BECOME A SPONSOR:

Step 1: Choose a Sponsorship Level

Review the sponsorship opportunities and list your top three preferences on the application form on the next page. Submit your application to Lauren Kimberly at lkimberly@ci.southlake.tx.us.

Step 2: Sign and Submit Sponsor Agreement

If the City accepts your sponsorship application, you will receive an email with your sponsorship level along with a copy of the Sponsor Agreement. Sponsors must review and sign the agreement regarding policies and procedures before becoming an official 2024 Stars and Stripes sponsor.

Step 3: Submit Payment

Once you have signed and submitted the Sponsor Agreement, the City of Southlake will send you an invoice confirming your sponsorship level. The invoice must be paid within thirty (30) days of receiving the invoice. Contributions to a city are tax deductible under Section 16, USCA 170. Sponsors should consult with their own tax advisor concerning how this provision applies to the sponsor's particular tax situation.



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APPLICANT INFORMATION:

Please complete all information below

COMPANY:

CONTACT NAME:

TITLE:

WEB PAGE:

ADDRESS:

CITY:

STATE:

ZIP:

DAYTIME PHONE:

EMAIL:

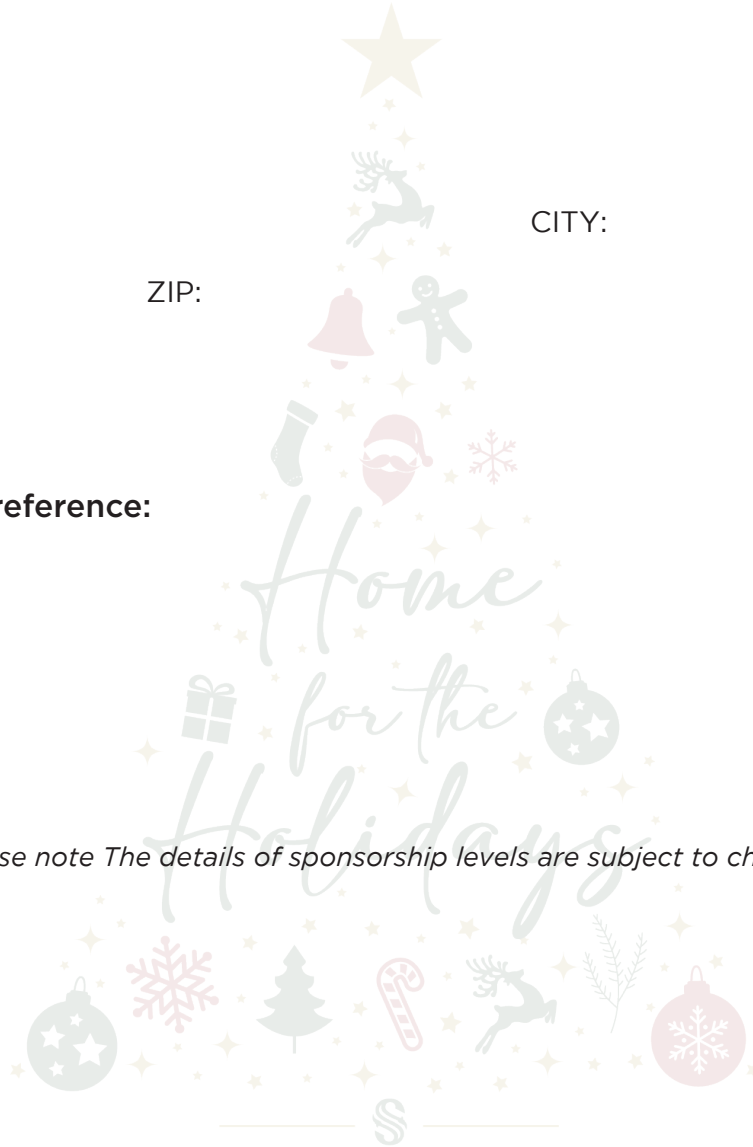
Sponsorship Level Preference:

1st Preference:

2nd Preference:

3rd Preference:

Please note The details of sponsorship levels are subject to change.



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