



October 28, 2019

The City of Friendswood and the Keep Friendswood Beautiful Board are soliciting donations for **12th Annual Santa in the Park** Christmas Celebration on December 14, 2019. This year the event will offer heart-pounding entertainment, photos with Santa, Concert in the Park, action packed carnival rides, a Holiday Market and ending the evening with the lighting of a 20-foot tall decorated Christmas tree provided by our title sponsor, HomeTown Bank followed by a state of the art Fireworks extravaganza. The 12th annual Santa in the Park promises to be the most spectacular event of the year bringing in thousands in attendance. There are many ways to collaborate with Santa in the Park to promote your business, from simply donating an in-kind service or product or securing one of the sponsorship levels below. Sponsorships are available in the following categories:

Winter Wonderland Sponsors/Name recognition for Snow Slide- \$5,000

Winter Wonderland Sponsors will be given signage/ and two sided banner and name recognition of an 8' snow slide with 40,000 lbs. of snow. Free booth space to display products or services at the event. Sponsors will also be given recognition thru advertising with local media, social media, a commercial or ad on the video wall at the event and many other media outlets. Sponsors will also be noted on the event t-shirt, which all staff and volunteers will be wearing during the event.

Rudolph Sponsors/Name recognition for Carnival - \$2,500

Rudolph Sponsors will have their companies name displayed on the carnival wristbands, a banner and name recognition of the Carnival. Free booth space to display products or services at the event. Sponsors will also be given recognition thru advertising with local media, social media, a commercial or ad on the video wall and many other media outlets. Sponsors will also be noted on the event t-shirt, which all staff and volunteers will be wearing during the event. The carnival area will consist of a train, rock wall, four-way bungee jump, moonwalk and an obstacle/slide combo.

Gingerbread Sponsor - \$2,500-Video Wall

Gingerbread Sponsors will have their companies name displayed with a banner on the video wall. Free booth space to display products or services at the event. Gingerbread Sponsors will also be given recognition thru advertising with local media, social media, a commercial or ad on the video wall and many other media outlets. Gingerbread Sponsors will be also noted on the event t-shirt, which all staff and volunteers will be wearing during the event. The video wall will be playing live coverage of the event, videos from our sponsors and live coverage of the Christmas parade.

Jingle Bell Rock Stage/Name recognition for the Stage and the Gazebo - \$1,000

Jingle Bell Rock Sponsors will be given signage/banner and recognition. Free booth space to display products or services at the event. Jingle Bell Rock Sponsors will also be given recognition thru advertising with local media, social media, a commercial or ad on the video wall and many other media outlets. Jingle Bell Rock Sponsors will be noted on event t-shirt, which all staff and volunteers will be wearing during the event. The Jingle Bell Rock stage will have a live band performing during the event along with local acts during intermission.

Santa Line Sponsor-\$1,000

Santa Line sponsors will have signage at the Santa Line. Free booth space at the Christmas tree to display products or services at the event. Santa Line Sponsors will also be given recognition thru advertising with local media, social media and many other media outlets. Santa in

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the Park will be noted on the event t-shirt, which all staff and volunteers will be wearing during the event.

Santa in the Park App Sponsor - \$1,000

Santa in the Park App sponsors will be given signage and logo recognition on the app as well as the sponsors website and flyers. In past years we have had more than 2,000 downloads of the event app. free booth space to display products or services at the event. Santa in the Park App Sponsors will also be given recognition thru advertising with local media, social media and many other media outlets. Santa in the Park will be noted on the event t-shirt, which all staff and volunteers will be wearing during the event.

Event Shirt Sponsor-\$1,000

Event Shirt Sponsor's logo will be prominently displayed on the back of the event t-shirts, which 100 volunteers and staff, will be wearing the day of the event. Free booth space to display products or services at the event. Event Shirt Sponsors will also be given recognition thru advertising with local Media, social media and many other media outlets.

Petting Zoo Sponsor - \$1000.00

Petting Zoo Sponsor's banner will be prominently displayed at the most popular area of the park, which is the petting zoo. Free booth space to display products or services at the event. Santa in the Park Petting Zoo Sponsor's logo will be prominently displayed on all staff and volunteers will be wearing during the event and will be given recognition thru advertising with local media, social media and many other media outlets.

Bag Sponsors-\$1000.00

Bag Sponsor logo will be prominently displayed on the tote bags that will be given away to those who purchase an amusement ride wristband. Free booth space to display products or services at the event. Sponsors will be noted on the event t-shirt, which all staff and volunteers will be wearing during the event and will be given recognition thru advertising with local media, social media and many other media outlets. Bags will be given out to encourage participants to use a reusable bag instead of plastic.

Elf Sponsors - \$500.00

Elf Sponsors signage will be easel type signs. Elf Sponsors will be given recognition on signage at event and on social media.

Candy Cane Sponsors - \$250.00

Candy Cane Sponsors will be given verbal recognition at the event and displayed on the flyer.

Snow Flake Sponsor - \$100.00

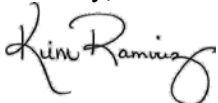
Snow Flake Sponsor will be noted on flyer.

**Dollar figures are negotiable and may reflect the price of goods and labor donated.*

Keep Friendswood Beautiful is excited at how large this event has grown. We expect thousands of attendees and we are sure that all of them would benefit greatly from your support to the event. If you would like to become a sponsor for this year's event, please contact Kimberly Ramirez at (281) 996-3219 or kramirez@friendswood.com

All sponsorships must be received or committed by November 1st. See attachment on last year's success.

Sincerely,



Kimberly Ramirez, CAP
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