

2023 SPONSOR OPPORTUNITIES

November 24 – December 23, 2023 Sam Bridge Nursery & Greenhouses, 437 North Street, Greenwich, CT

GreenwichReindeerFestival.com

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Created & Produced by

SANTA CLAUS . . . AND HIS LIVE REINDEER . . . ARE COMING TO TOWN!

NOVEMBER 24 - DECEMBER 23 * SAM BRIDGE NURSERY & GREENHOUSES

From November 24 until December 23, Santa's LIVE Reindeer will be in town. The town tradition continues for the fifteenth year! Santa's three reindeer will be available in Greenwich for all to enjoy until Christmas Eve.

Bring your child for a magical moment they'll remember forever and create cherished family memories that last a lifetime!

Don't miss this extraordinary opportunity to meet Santa's reindeer and get your holiday photos taken!

Over 1,300 photos with Santa in 2022!

Photo packages with Santa. A memorable opportunity to meet Santa, have your photo taken and meet Santa's LIVE Reindeer!

PHOTOS WITH SANTA VISIT LIVE REINDEER

Mondays - Fridays, 12noon – 6pm Saturdays, 9am – 6pm Christmas Eve, Closed Sundays, Closed

TO BENEFIT



WILL RECEIVE A PORTION OF ALL PHOTOS WITH SANTA



2022 PHOTO HIGHLIGHTS ...



EVENT & MEDIA RESULTS 2022

EVENT RESULTS 2022

- 1,378 Photos with Santa
- \$4,244.00 Donation to Kids In Crisis, official event beneficiary for the 14th consecutive year
- An estimated 10,000+ individuals experienced the Greenwich Reindeer Festival at Sam Bridge Nursery & * Greenhouses in person, throughout the four week event.
- A safe and healthy event for all

MEDIA RESULTS 2022

- 263 Unique Media Pieces of Coverage
- 1.18M + estimated views
- 270 Million + combined total of publication-wide audience figures for all outlets featuring coverage 10.8K combined total of likes, comments and shares on social media platforms
- 125 online and print media coverage
- 17,675 Website Unique User Views, Nov.1-Jan.1
- 21,129 Website Sessions, Nov.1-Jan.1

Complete 2022 Coverage Book: <u>https://share.coveragebook.com/b/01f9f1e360a41cb3</u>

THANKYOU 2022 SPONSORS



ADVERTISING, PR & SOCIAL MEDIA 2022



NOVEMBER 25 - DECEMBER 24 | Sam Bridge Nursery & Greenhouses, 437 North Street, Greenwich, CT | GreenwichReindeerFestival.com



Half Page Print Ad and Flyer – 7,500



GreenwichReindeerFestival.com Lawn Signs - 100 Digital Leaderboard Ad



2023 MEDIA AND PROMOTIONS PLAN

ADVERTISING:	Plan:	Dates:	Approx. \$ Value:
Fairfield County Mom: Online Media Platform, reaching Fairfield and Westchester Counties	Calendar Listing and postings to promote the event.	Nov. – Dec. 2023	\$5.000
November and December (8 weeks) Hearst Media Services: Greenwich Time, The Advocate	18 double-sided banners which would include the presenting sponsors logo.	Nov. – Dec. 2023	\$2,000
Additional Daily and Weekly Newspapers, Connecticut Post, The Norwalk Hour	4 weeks of advertising half page or quarter page ads in all newspapers. 1 full page color ad.	Nov. – Dec. 2023	\$18,000
ONLINE ADVERTISING: Greenwich Time, The Advocate, Yahoo in Westchester County, NY and Fairfield County, CT Social Media Advertising: Facebook, Instagram	Online banner ads on GreenwichTime.com homepage and Yahoo	Nov. 1 – Dec. 24	\$5,000
Moffly Media: Greenwich Magazine, Stamford Magazine, New Canaan Darien Magazine, Westport Magazine	1 full page color ad (\$3,495) ¹ / ₂ page color ad (\$1,900) ¹ / ₂ page color ad (\$1,700) ¹ / ₂ page color ad (\$1,700) 2 page color spread, + online support	Nov. 2023 and Dec. 2023 issues Greenwich, Jan. 2024	\$55,590
<u>Connecticut Magazine</u> : <u>Fairfield Parent</u>	1 full page color ad (\$7,500) 2, ¹ ⁄ ₂ page color ads	Dec. 2023 issue Nov. and Dec. 2023	\$7,500 \$7,500
Radio / Broadcast: WEBE 108	2 weeks of 30, :30sec radio spots	Nov. 19-Dec.3	\$5,000 ⁶

2023 MEDIA AND PROMOTIONS PLAN (CONTINUED)

PROMOTIONS:	Plan:	Dates:	Value:
 Reindeer Festival Street Signs (100+) Sam Bridge Nursery Website/Online Promotion 10,000 FLYERS: 	100+ street signs strategically placed throughout Greenwich and nearby areas / towns	7 days prior to Nov. 25 and allowed to stay up 2 to 4 weeks	
 Distributed to over 100 Greenwich area Nursery Schools / Schools Distributed to community centers throughout the Greenwich area Banners – onsite at Sam Bridge 	Delivered 4 weeks prior to Nov. 24 Emailed to all Greenwich Schools 2 weeks prior to Nov. 26 Displayed for over 5 weeks	4 weeks prior to Nov. 24 4 to 5 weeks	\$10,000
Photo Sleeves (frames) 2,000 +EVENT WEBSITE	Given to EVERYONE who buys a photo with Santa (over 2,000 anticipated to sell in 2023) www.GreenwichReindeerFestival.com	Over 1380+ photos in 2022	
•Sam Bridge Nursery & Greenhouses Advertising (print and digital), Broadcast TV Commercial, and Social Media Support		September – December 2023	\$25,000+
•Jen Danzi 3 – 5 Eblasts to approx. 20,000 people per eblast	3 to 5 unique Eblasts in Nov. and Dec.	Nov. and Dec. 2023	\$2,500value
•MoneyMailer in CT & NY, half page ad insert	Half page insert to 10K to 20K homes	Nov. & Dec. Mailings	\$2,000value
PUBLICITY:			
Comprehensive PR Campaign launched throughout the CT / NY Metro Area	Multiple press releases distributed to area wide media	PR Campaign launched 2 months prior to events	Invaluable
SOCIAL MEDIA:			
Comprehensive Social Media Campaign on Facebook and Instagram + paid advertising	Launch Video mid November and the daily posts/videos leading up to and throughout the four week event.	Social Media Campaign launched 2 months prior to events	Invaluable + \$1,000 in ads
TOTAL APPROX. VALUE:			\$156,090



SANTA'S WORKSHOP SPONSOR \$5,000 ONLY 1 AVAILABLE



RESERVED FOR GREENWICH PEDIATRIC DENTAL GROUP

- Sponsor logo prominently positioned in all collateral material and advertising (print, radio, etc) produced for event and mentioned as 'Greenwich Santa's Workshop Sponsor.' i.e. Santa's Workshop sponsored by Greenwich Pediatric Dental Group
 - All Advertising
 - All Press Releases
 - All Event Promotional Materials: flyers and posters
 - Sponsor information distributed in all gift bags given with purchase of photo with Santa. (1,800 gift bags, approximate estimate)
- Prominent mention in all event press releases. Press releases sent to area-wide media; Fairfield County, Westchester and New York City.
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.
- Prominent mention on Greenwich Reindeer Festival **website** as well as all **social media outlets** (Facebook, Instagram)
- Opportunity to have custom videos promoting sponsor created and shared on our social media outlets
- One (1) Corporate Banner prominently displayed at Santa's Workshop, 437 North Street, Greenwich CT, November 24
 December 23, 2023. (banner provided by sponsor)
- Opportunity for sponsor/company representative to drive in a Mercedes-Benz of Greenwich car to Sam Bridge, Friday, November 24, when Santa and his reindeer arrive in town. Valuable publicity opportunity.





REINDEER STABLE SPONSOR \$5,000



- Sponsor logo prominently positioned in all collateral material and advertising (print, radio, etc) produced for event and mentioned as "Reindeer Stable Sponsor."
 - All Advertising
 - All Press Releases
 - All Event Promotional Materials: flyers and posters
 - Sponsor information distributed in all gift bags given with purchase of photo with Santa or photo with reindeer. (1,800 gift bags, approximate estimate)
- Prominent mention in all event press releases. Press releases sent to area-wide media; Fairfield County, Westchester and New York City.
- Prominent mention on Greenwich Reindeer Festival **website** as well as all **social media outlets** (Facebook, Instagram)
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.
- Opportunity to have custom videos promoting sponsor created and shared on our social media outlets
- One (1) Corporate Banner prominently displayed at Greenwich Reindeer Festival, Reindeer Shed area at Sam Bridge Nursery & Greenhouses, November 24 - December 23, 2023. (banner provided by sponsor)
- Opportunity for sponsor/company representative to drive in a Mercedes-Benz car to Sam Bridge, Friday, November 24, when Santa and his reindeer arrive in town. Valuable publicity opportunity.





REINDEER SPONSORS \$3,500 EACH



2022 Sponsors – Sam Bridge Nursery & Greenhouses, Frontier Communications, Greenwich Hospital, Little Friends

- Sponsor/company name/logo prominently positioned on a banner custom made for the reindeer stable area.
- Sponsor/company name/logo positioned in all event collateral material as a "Reindeer Sponsor," as well as:
 - All Advertising
 - All Press Releases
 - All Event Promotional Materials: flyers and posters
 - www.GreenwichReindeerFestival.com
- Sponsor information distributed in all gift bags given with purchase of photo with Santa. (1,800 gift bags, approximate estimate). All information and/or promo items provided by Sponsor for the gift bags.
- Prominent mention and logo positioned on Greenwich Reindeer Festival **website** as well as all **social media outlets** (Facebook, Instagram)
- Opportunity to have custom videos promoting sponsor created and shared on our social media outlets
- Opportunity to have volunteers assist at Santa's Workshop
- Prominent mention in all event press releases. Press releases sent to area-wide media; Fairfield County, Westchester and New York City.
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.
- Opportunity to have custom videos promoting sponsor created and shared on our social media outlets.
- One (1) Corporate Banner prominently displayed at Greenwich Reindeer Festival, Reindeer Stable area at Sam Bridge Nursery & Greenhouses, November 24 December 23, 2023. (banner provided by sponsor)





OFFICIAL BANK SPONSOR \$3,500

ONLY 1 AVAILABLE

- Sponsor logo prominently positioned as the OFFIICIAL BANK SPONSOR
- Sponsor logo prominently positioned in all collateral material and advertising (print, radio, etc) produced for event and mentioned as "Official Bank Sponsor."
 - All Advertising
 - All Press Releases
 - All Event Promotional Materials: flyers and posters
 - Sponsor information distributed in all gift bags given with purchase of photo with Santa. (1,800 gift bags, approximate estimate)
- Prominent mention in all event press releases. Press releases sent to area-wide media; Fairfield County, Westchester and New York City.
- Prominent mention on Greenwich Reindeer Festival **website** as well as all **social media outlets** (Facebook, Instagram)
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.
- Opportunity to have custom videos promoting sponsor created and shared on our social media outlets
- One (1) Corporate Banner prominently displayed at Greenwich Reindeer Festival, Reindeer Shed area at Sam Bridge Nursery & Greenhouses, November 24 December 23, 2023. (banner provided by sponsor)





FOOD TRUCKS & VENDORS





We're BACK DAYS SPONSOR \$2,500

1 OR 2 AVAILABLE

FRIDAY, NOVEMBER 24, 12NOON – 6PM SATURDAY, NOVEMBER 25, 9AM – 6PM

SANTA ARRIVES AT 12NOON, FRIDAY * SANTA'S WORKSHOP OPENS AND PHOTOS WITH SANTA BEGIN FACE PAINTING * FOOD TRUCKS * FOOD VENDORS * DANCE PERFORMANCES THE FESTIVITIES CONTINUE SATURDAY, 9AM – 6PM

- Sponsor logo prominently positioned as the We're Back Party sponsored by _____(your name here)
- Sponsor logo prominently positioned in all collateral material and advertising (print, radio, etc) produced for event and mentioned as "We're Back Days Sponsor."
 - All Advertising
 - All Press Releases
 - All Event Promotional Materials: flyers and posters
 - Sponsor information distributed in all gift bags given with purchase of photo with Santa.
 (1,800 gift bags, approximate estimate)
- Prominent mention in all event press releases. Press releases sent to area-wide media; Fairfield County, Westchester and New York City.
- Prominent mention on Greenwich Reindeer Festival **website** as well as all **social media outlets** (Facebook, Instagram)
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.
- Opportunity to have custom videos promoting sponsor created and shared on our social media outlets
- One (1) Corporate Banner prominently displayed at Greenwich Reindeer Festival, Reindeer Shed area at Sam Bridge Nursery & Greenhouses, November 24 December 23, 2023. (banner provided by sponsor)





SANTA'S WORKSHOP RAFFLE SPONSOR \$2,500

THANK YOU, MERCEDES-BENZ OF GREENWICH!

- Sponsor logo prominently positioned in all collateral material and advertising (as allowed), produced for event and mentioned as "Santa's Workshop Raffle Sponsor."
 - All Advertising
 - All Press Releases
 - All Event Promotional Materials: flyers and posters
 - Sponsor information distributed in all gift bags given with purchase of photo with Santa. (1,800 gift bags, approximate estimate). All information and promo item provided by sponsor.
- Mention in all event press releases. Press releases sent to area-wide media; Fairfield County, Westchester and New York City.
- Mention and sponsor logo prominently displayed on Greenwich Reindeer Festival **website** as well as all **social media outlets** (Facebook, Instagram)
- Opportunity to provide 1 or 2 MB Kids Cars for a RAFFLE in Santa's Workshop for everyone who has their photo with Santa.
- Opportunity to provide a MB Convertible for Friday, Nov. 24, when Santa arrives at Sam Bridge.
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.





COMMUNITY SPONSOR \$1,500

- Sponsor logo prominently positioned in all collateral material and advertising (as allowed), produced for event and mentioned as "Community Sponsor." Please note the Community Sponsor logo will be positioned as slightly smaller than the other sponsor logos, relative to support level.
 - All Advertising
 - All Press Releases
 - All Event Promotional Materials: flyers and posters
 - Sponsor information distributed in all gift bags given with purchase of photo with Santa.
 - (1,800 gift bags, approximate estimate). All information and promo item provided by sponsor.
- Mention in all event press releases. Press releases sent to area-wide media; Fairfield County, Westchester and New York City.
- Mention and sponsor logo prominently displayed on Greenwich Reindeer Festival website as well as all social media outlets (Facebook, Instagram)
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.





GIFT BAG SPONSORS & DOGGY GIFT BAG SPONSOR IN-KIND DONATIONS

- Sponsor logo prominently positioned in all collateral material and advertising (as allowed), produced for event and mentioned as "Gift Bag Sponsor."
 - All Advertising
 - All Press Releases
 - All Event Promotional Materials: flyers and posters
- Sponsor to provide 1,000 useable bags (approx. size 9" x 13") + information and promotional item / gift. All items will be needed by mid October 2022. These are given to all customers with their Photo with Santa throughout the 4 weeks.
- Doggy Gift Bag Sponsor to provide 200 complete Doggy Gift Bags using a reusable bag filled with dog friendly items for the dog and owner. These will be given to all customers who bring their dog for Photos with Santa, Mondays – Fridays throughout the 4 weeks.
- Sponsor information distributed in all gift bags given with purchase of photo with Santa.
 - (1,800 gift bags total, approximate estimate). All information and promo item provided by sponsors.
- Mention in all event press releases. Press releases sent to area-wide media; Fairfield & Westchester Counties and New York City.
- Mention and sponsor logo prominently displayed on Greenwich Reindeer Festival **website** as well as all **social media outlets** (Facebook, Instagram). Multiple custom social media posts to promote ALL Gift Bag Sponsors. Short videos provided by sponsors are welcome.
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.
- One (1) Corporate Banner prominently displayed at Greenwich Reindeer Festival, Reindeer Stable area at Sam Bridge Nursery & Greenhouses, November 24 December 23, 2023. (banner provided by sponsor)





SPONSOR AGREEMENT FORM

Yes, I would like to confirm our support for the **15th Annual Greenwich Reindeer Festival & Santa's Workshop** presented by Jenny Allen/Compass, November 24 – December 23, 2023.

Please check your sponsor level:

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0023		Presenting Sponsor	Jenny Allen/Compass Real Est	ate (2022, 2023, 2024)			
er 23, 2023		Reindeer Stable Sponsor	\$ 5,000				
		Santa's Workshop Sponsor	\$ 5,000				
		(Greenwich Pediatric Dental Group)					
		Reindeer Sponsor	\$ 3,500 each				
		(Sam Bridge Nursery, Frontier Communication	ons, Greenwich Hospital and Little	e Friends)			
		Official Bank Sponsor	\$ 3,500				
		We're Back Days Sponsor	\$ 2,500				
		Santa's Workshop Raffle Sponsor (Mercedes-Be	nz of Greenwich) \$ 2,500				
		Community Sponsor	\$ 1,500				
		Gift Bag Sponsors & Doggy Gift Bag Sponsor	In-Kind Donatio	ons			
	Addi	tional Greenwich Holiday Stroll Sponsorships ava	ilable.				
	Please complete the following information:						
	Com	pany Name:					
	Cont	Contact Name:					
		ature:					
	Phon	e: Cell Pho	one:				
	Emai	l:					
	Com	pany Address:					
		City	State	Zip			
Pleas		(or EMAIL completed form to: ara Ketler, Fax 203 532-5696, <u>tamara@tmk</u> e	-eventmarketing.com, Cell 203	8 273-1166			
	ΡΑΥ	BY CREDIT CARD ONLY (3.9% credit card proce	ess & handling fee will be charged for	every transaction)			
	Nam	e as it appears on card:Visa					
	Expi	ration Date:Security Code:	Zip Code of CC	:			

All Sales Final. No Refunds. If the event is cancelled due to natural disaster (i.e. hurricane conditions), I will not hold TMK Sports & Entertainment liable for any purchases made specifically for the event or the staffing commitments made for the event.

CONTACT INFORMATION

For more information about Sponsorship opportunities, please contact:





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Email: <u>tamara@tmk-eventmarketing.com</u>