Conroe Christmas Celebration 2015

2015 SPONSORSHIP OPPORTUNITIES

Reach thousands of potential customers through unique branding opportunities.

Be part of an exciting community EVENT!
A Message From The Mayor

To our great citizens, sponsors and friends:

Please accept my invitation to join us as we celebrate Conroe Christmas 2015.

A special thank you to all of our past sponsors and everyone associated with making this Blessed event successful.

Any consideration you may give to renewing your sponsorship, joining as a new sponsor, or participating in one of the “Areas of Interest” is greatly appreciated.

Thank you and have a Blessed Christmas Season.

Mayor Melder
Conroe Christmas Celebration FAQ

Date and Time: Tree Lighting Event – December 1, 5:30pm, Lighting Ceremony at 6:30pm
Celebration– December 12, 11am to 5pm (Parade at 1pm)

Location: Heritage Place

Attendance: 5,000+ (estimated, weather pending)

Areas of Interest:
- Two Snow Hills
- Carriage Rides
- Face Painting
- Petting Zoo
- Pony Rides
- Balloonists
- Santa’s Village
- Santa and Mrs. Claus
- Elves
- Carousel
- Parade
- Juggler
- Stilt Walker
- Unicyclist
- Stage Entertainment
- Trackless Train
- Inflatables
- Food Vendors
- Christmas Lights
- Zip Line

2014 Sponsors of Conroe Christmas Celebration:
- John Wiesner, Inc.
- Buckalew Chevrolet
- Republic Services
- Woodforest National Bank
- K-Star Radio
- Houston Community Newspaper–The Courrier
- Bleyl Engineering
- Consolidated Communications
- The Goodman Corporation
- Weisinger, Inc.
- Entergy
- American Civil Engineering Services, LP
- All Star Catering
- Baggett Gordon & Deison
- Duke Coon and Family
- Tommy and Mary Ann Metcalf
- Schaumberg & Polk, Inc.
- Wilkins Linens
- Foster Madeley
- Quest Engineering
- Johnson Development – Woodforest
- Heat Transfer Tubular Products, LLC
- Triple O Outdoor
- Suddenlink Communications
- Anonymous

Organization Structure: Conroe Christmas Celebration is produced by the City of Conroe.

Event Coordinator: Elizabeth West, 936-522-3911, ewest@cityofconroe.org

Sponsorship Information: Pat Parks, 936-522-3030, pparks@cityofconroe.org

Marketing: Rob Hamilton, 936-522-3823, rhamilton@cityofconroe.org

Kiwanis Christmas Parade: Kix Lamp, 936.756.4671, kixlamp@yahoo.com
Why Sponsor Conroe Christmas Celebrations?

1  AN EVENT WITH SPIRIT…
Annually, during the holiday season, thousands of people converge on downtown Conroe and Heritage Place Park to hear holiday music and see the spectacular light displays. The festivities start with a giant Christmas tree lighting on December 1. The Conroe Christmas Celebration is held on December 12. Families come out for a day of holiday festivities featuring snow hills, carriage rides, trackless train, activities, entertainment, and vendors. Highlight of the celebration is the Kiwanis Christmas parade. And of course, Santa and Mrs. Claus join us from the North Pole every year.

2  FOR A GREAT CAUSE!
Quality family activities for the citizens is our top priority. The Conroe Christmas Celebration allows families and friends a day of holiday fun without breaking the bank and for everyone to renew their Christmas Spirit.

3  PROVIDE SOMETHING FOR EVERYONE.
The Conroe Christmas Celebration has an assortment of activities for everyone. Our snow hills are an annual attraction for kids. The trackless train and carriage rides create memorable experiences for families. Christmas themed activities get everyone involved in the holiday fun. Entertainment on the stage will fill you with the Christmas spirit. And, everyone loves a parade.

4  DEMONSTRATED, PROVEN RETURN ON INVESTMENT!
A survey conducted by the International Events Group (IEG), the worldwide authority on the sponsorship industry, revealed festivals have a higher audience loyalty than NASCAR or cause marketing. The survey further concluded that 78% of companies agree that participating in festivals has a measurable impact on consumer sales. As producer of the Conroe Christmas Celebration, the City of Conroe relies heavily on corporate and individual contributions to annually maintain and improve the quality while keeping the event FREE to the public. With a significant marketing program, and attendance in the thousands, Conroe Christmas Celebration offers a wide range of sponsorship opportunities to meet any company’s marketing goals or personal philanthropic community involvement. We invite you to join our cause- FAMILIES and COMMUNITY! Be a part of something great by supporting the Conroe Christmas Celebration in 2015!
Sponsorship Opportunities

Event Sponsor — $10,000
- Company/organization street banners (2) placed over SH75 and SH105
- Logo placement on Conroe Christmas Celebration posters and flyers, park banner
- Rotating acknowledgement on KCCC radio (the downtown holiday station)
- Space (10x10) for promotional use in the park
- Company/organization recognition from stage throughout the day

Snow Hill Sponsor — $5,000
- Logo placement on Conroe Christmas Celebration posters and flyers, park banner
- Rotating acknowledgement on KCCC radio (the downtown holiday station)
- Company/organization banner at the top of the snow hill
- Space (10x10) for promotional use near snow hill
- Company/organization recognition from stage throughout the day

Bunny Snow Hill Sponsor — $5,000
- Logo placement on Conroe Christmas Celebration posters and flyers, park banner
- Rotating acknowledgement on KCCC radio (the downtown holiday station)
- Company/organization banner at the top of the snow hill
- Space (10x10) for promotional use near snow hill
- Company/organization recognition from stage throughout the day

Santa and Mrs. Claus at the North Pole — $5,000
- Logo placement on Conroe Christmas Celebration posters and flyers, park banner
- Rotating acknowledgement on KCCC radio (the downtown holiday station)
- Company/organization banner placed in the park near Santa
- Space (10x10) for promotional use in the park near Santa
- Company/organization recognition from stage throughout the day

Stage Sponsor— $5,000
- Logo placement on Conroe Christmas Celebration posters and flyers, park banner
- Rotating acknowledgement on KCCC radio (the downtown holiday station)
- Company/organization banner placed in the park near stage
- Space (10x10) for promotional use in the park near stage
- Company/organization recognition from stage throughout the day
Sponsorship Opportunities

Heritage Place Lighting Sponsor— $5,000
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed at the Heritage Place
• Space (10x10) for promotional use in the park
• Company/organization recognition from stage throughout the day

Tree Lighting Ceremony Sponsor— $5,000
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed at the tree lighting, then at the park
• Space (10x10) for promotional use in the park
• Company/organization recognition from stage throughout the day

Tree Lighting Entertainment Sponsor— $3,500
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed at the tree lighting, then at the park
• Space (10x10) for promotional use in the park
• Company/organization recognition from stage throughout the day

Carousel— $3,500
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed in the park near carousel
• Space (10x10) for promotional use in the park near carousel
• Company/organization recognition from stage throughout the day

Christmas Sleigh Ride — $3,500
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed in the park near Christmas sleigh ride
• Space (10x10) for promotional use in the park near Christmas sleigh ride
• Company/organization recognition from stage throughout the day
Sponsorship Opportunities

Zip Line — $3,500
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed in the park near Zip Line
• Space (10x10) for promotional use in the park near Zip Line
• Company/organization recognition from stage throughout the day

Tree Lighting Carriage Rides — $2,500
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed in the park near carriage ride
• Space (10x10) for promotional use in the park near carriage ride
• Company/organization recognition from stage throughout the day

Petting Zoo — $2,500
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed in the park near petting zoo
• Space (10x10) for promotional use in the park near petting zoo
• Company/organization recognition from stage throughout the day

Pony Rides — $2,500
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed in the park near pony ride
• Space (10x10) for promotional use in the park near pony ride
• Company/organization recognition from stage throughout the day

Trackless Train Sponsor — $1,500
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed on the trackless train
• Space (10x10) for promotional use in the park the trackless train
• Company/organization recognition from stage throughout the day

SOLD
Sponsorship Opportunities

Elves – Juggler, Unicyclist, Stilt Walker, Face Painter — $1,500 Each
• Logo placement on Conroe Christmas Celebration posters and flyers, park banner
• Rotating acknowledgement on KCCC radio (the downtown holiday station)
• Company/organization banner placed in the park
• Space (10x10) for promotional use in the park
• Company/organization recognition from stage throughout the day

Santa’s Helpers — $999 or Less
Acknowledgement of gift on placard placed in park
Conroe Christmas Celebration Sponsorship Agreement

THIS AGREEMENT, made this ______ day of __________, 20____ by and between the City of Conroe and _____________________________, hereinafter referred to as the “Sponsor.”

THIS DOCUMENT contains the entire agreement of the parties and no modification, alteration, or other provision which is inconsistent with or in addition to the terms and conditions herein contained shall have any force or effect unless the same shall be amended by notification of the Sponsor by written letter and attached to this agreement. Failure of either party to enforce any of its rights hereunder shall not constitute a waiver of such rights or of any other rights hereunder.

The goal of Conroe Christmas Celebration is to provide an opportunity for individuals and families to participate in a fun and enriching activity at no cost.

Sponsor desires to contribute to the Conroe Christmas Celebration, and in consideration of the contribution and corresponding sponsorship level, receive the benefits outlined in sponsorship packet in exchange for the sponsorship fee.

**TYPE OF SPONSORSHIP:** ____________________________________________

Name the type of sponsorship and fee for chosen sponsorship

THE SPONSOR shall agree upon payment of the sponsorship fee and the signing of this agreement to the following:

- To pay the sponsorship fee no later than November 1, 2015.
- To provide print ready logo in jpeg format to be used for marketing by November 1, 2015.

**GENERAL SPONSOR INFORMATION**

Sponsor name ____________________________________________

Contact person ____________________________________________

Daytime phone# ___________________ Cell phone# ________________

E-mail Address ____________________________________________

Address ____________________________________________ City ________________

State _______ Zip _____________

City of Conroe ____________________________ Sponsor ____________________________

Name (Print) ____________________________ Name (Print) ____________________________

Signature ____________________________ Signature ____________________________

Date _________________ Date _________________

Please mail this form to Pat Parks, City of Conroe, PO Box 3066, Conroe, TX 77305; or deliver to City Hall located at 300 W. Davis St. Any signed document faxed or email attachment shall be considered an original document and shall have the binding and legal effect of an original document.