



December 7-9, 2018 – Festival Commons

**The Lake George Regional CVB/Chamber and the Adirondack Folk School
are pleased to announce a BRAND-NEW winter festival coming
to Festival Commons, December 7-9, 2018
and we want to help grow your winter business!!**

As the CVB continues to work to find new ways to bring year-round business into the community, we are excited to partner with the Adirondack Folk School to launch this new festival to give visitors a reason to come to Lake George in December. For years, the hospitality and businesses in the region have been searching for ways to expand sales and increase business in the shoulder months, and we feel that a homegrown signature event like the new **Adirondack Christkindlmarkt** will help create new sales, new room nights and energize our region in the winter.

Pronounced "CHRIS-KINL-MART," a **Christkindlmarkt** translates to mean *Christmas market*. Festivals such as these have been extremely successful in driving winter tourism in European cities for hundreds of years, bringing in thousands of people to these types of events. The **Adirondack Christkindlmarkt** will be a family-focused, European-style Christmas festival, with a uniquely Adirondack flair and style.

It is our vision to invite local crafters, artisans and businesses to create unique, one of a kind items to sell in our vendor village, pour locally produced craft beverages to give visitors a "flavor" of the Adirondacks, provide lively and engaging music, including holiday themed performances, and create an atmosphere that is fun, energetic, and appealing for all ages to enjoy.

In addition, we wish to encourage cooperation with the regional and local businesses by creating tourism products such as hotel weekend packages, sharing our entertainers with local bars & restaurants to have the festival goers increase regional sales, develop passport programs and discounts with local businesses to encourage shopping, and partner with existing regional events in the weeks leading up to the **Adirondack Christkindlmarkt**, to create a "season of holiday fun" in the Lake George region. By working together, we can ensure the success of this event and increase tourism year-round.

Part of our success rests on receiving support from our local business community. As the old adage says, "if you build it, they will come" – well we are building it, but to do so, we need your support. As a business vested in the region, we are reaching out to you to offer you the opportunity to reach new audiences and build new winter business by partnering with us on our event. With numerous opportunities to help us support our Adirondack Christkindlmarkt including sponsorships and in-kind donations. We hope you will consider joining our efforts to help launch this new holiday event.



2018 Adirondack Christkindlmarkt Sponsorship Program

WHAT IS A CHRISTKINDLMARKT?

A “Christkindlmarkt” is a European-style Christmas festival and is a delight for all senses. It combines cultural traditions, entertainment, local flavors and crafts, as well as family fun activities for all ages. The **Adirondack Christkindlmarkt** will take place in the Village of Lake George December 7-9, 2018 in Festival Commons and anticipates connecting with existing area events to build an entire weekend's worth of regional family-fun holiday activities and entertainment for all to enjoy. It is a new winter event, led by the Lake George Regional CVB and the Adirondack Folk School, in partnership with LARAC and other local businesses to help increase tourism during the area's winter season.

DATES: Dec. 7-9, 2018 (Friday afternoon-Sunday afternoon)

LOCATION: Festival Commons

The **Adirondack Christkindlmarkt** is proud to offer the following sponsorship opportunities for the 2018 event. Your sponsorship will provide valuable support for this annual community-wide event in the Lake George region. Sponsorship packages are negotiable.

- **Opening Night Sponsor - \$15,000 (2 available)**
 - Presenting fireworks
 - Verbal recognition and thank you at Opening Night Kick Off
 - Name/logo in event program and event schedule online
 - Social media promotional messaging leading up to the event and on event page, link to sponsor website
 - Logo link off main event home page

- Audio :45 commercial message, scripted by sponsor to distribute sponsor message at the event at entrance of the event. Event organizers will produce audio message and sponsor may keep it for social media or future advertising promotion
- Social media/press mentions regarding Opening Night events
- Logo on official program
- **Kid Zone, craft & fun area (petting zoo, pony rides, children's activities) \$10,000 (5+ available)**
 - Brand activation opportunities
 - Verbal recognition and thank you from main stage
 - Social media promotional messaging leading up to the event and on event page, link to sponsor website
 - Logo link off main event home page
 - Audio :45 commercial message, scripted by sponsor to distribute sponsor message at the event in the kid zone and at entrance of event. Event organizers will produce audio message and sponsor may keep it for social media or future advertising promotion
 - Social media and press mentions regarding Kid Zone details
 - Logo on official program
- **Decorations (wreaths/Xmas tree/fire pits) - \$10,000 (10-15+ available)**
 - Verbal recognition and thank you prior to each act
 - Name/logo in event program and in event schedule online
 - Social media promotional messaging leading up to the event and on event page (presenting sponsor)
 - One social media promotional message on event page and link to sponsor website
 - Audio :30 commercial message, scripted by sponsor to distribute sponsor message at the event in entertainment areas. Event organizers will produce audio message and sponsor may keep it for social media or future advertising promotion.
 - Logo on decoration items
 - Logo on official program
- **Media sponsor - \$10,000 - (2-4 available)**
 - Brand activation opportunities
 - Verbal recognition and thank you from main stage
 - Social media promotional messaging leading up to the event and on event page (presenting sponsor)
 - One social media promotional message on event page and link to sponsor website
 - Logo link off main event home page
 - Audio :30 commercial message, scripted by sponsor to distribute sponsor message at the event (for \$15K presenting sponsor only)
 - Logo on official program

- **Commemorative Mug Sponsor \$5,000**
 - Sponsor logo on official event mug, available for purchase. Annual item.
 - Logo on official program
- **Beer garden tent - multiple available**
 - Brand activation opportunities & premier location for vendor sales
 - Verbal recognition and thank you from beer tent stage
 - Logo link off main event home page
 - Logo on official program
- **Food tent- multiple available**
 - Brand activation opportunities & premier location for vendor sales
 - Verbal recognition and thank you from beer tent stage
 - Logo link off main event home page
 - Logo on official program
- **Entertainment - \$1,000 (10 available)**
 - Verbal recognition and thank you prior to each act
 - Name/logo in event program and in event schedule online
 - One social media promotional message on event page and link to sponsor website
 - Audio :30 commercial message, scripted by sponsor to distribute sponsor message at the event in entertainment areas. Event organizers will produce audio message and sponsor may keep it for social media or future advertising promotion.
 - Logo on stage banner
 - Logo on official program

As this event is being organized by two non-profit/not-for-profit organizations, all revenues collected will direct support the development and execution of this new event. In-kind exchange sponsorship opportunities are also available. Please call Kristen Hanifin at 518-668-5755 or Scott Hayden at 518-696-2400 to discuss in further detail.

Thanks for your support!

Kristen Hanifin

Lake George Regional CVB
Special Event & Convention Sales Director

Scott Hayden

Adirondack Folk School
Executive Director