

WINTERDOWN VILLAGE

Sponsorship Opportunities

The Waterdown BIA will activate Waterdown Village streets for the 2022 holiday season by hosting fun, interactive and value-added experiences aimed at driving foot traffic and helping the local business community engage with visitors. The first ever multi-weekend Winterdown Celebration is coming to town and we need your help.

This is your chance to:

- **Help build Waterdown Village as a vibrant, one-stop holiday destination for shopping, dining, entertaining, getting ready for, and celebrating the holidays**
- **Engage with locals and visitors in a whole new way**
- **Attach your organization's name to a feel good, community initiative**
- **Promote positive economic development and local programming**

Lots of ways you can get involved:

- **Tiered levels of sponsorship to match your ability to give**
- **In-kind donations of goods or services to enhance events**
- **Volunteer to help with an event - a great way to engage with potential customers and show your community pride.**



October 26 **Deadline to confirm sponsorship**
To ensure inclusion in printed and digital collateral

WINTERDOWN VILLAGE

2022 Planned Events

Fri., Nov. 25
Memorial Hall



A night time tree lighting event with Santa, carollers, lights and treats.

Indoor 'Stocking Stuffer' marketplace featuring BIA businesses and artisan vendors

Shop late at participating businesses

Sat., Dec. 3
Throughout the Village



Horse-drawn wagon rides or shuttle service through Village

Entertainment, in-business specials, gift wrapping stations, FREE pop-up refreshments

Sat., Dec. 10
Memorial Hall



Magic Show, photos with Santa, children's musical entertainment, face painting and treats.

One-day, sponsored 'Kids' Shop' with branded 'Spend It Here' bucks

Sat., Dec. 17
Throughout the Village



Stock-up for the holidays with In-store specials at food and beverage businesses

Musical entertainment in the Village and in restaurants

Treat giveaways, gift basket draw



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Become a Sponsor



PEAK SPONSOR \$2,500

Co-host Winterdown as a partner with the Waterdown Village BIA. Your logo prominent on:

- Direct mail flyer to Waterdown postal codes
- Newspaper ad
- BIA website event page
- ALL BIA social media posts
- Event signage
- Business name announced at key events



GLACIER SPONSOR \$1,000

Secondary placement of your Logo on:

- Direct Mail flyer to Waterdown postal codes
- Newspaper ad
- BIA website event page
- Min. 5 mentions in BIA social media posts
- Event signage



TOBOGGAN RUN \$1,000

Sponsor Kids' Shop Program. 1st 100 kids receive \$10 in Kids' Shop bucks to shop Dec. 10 in participating Waterdown Village businesses. Your Logo on:

- Kids' Shop bucks
- Kids' Day event signage & gift-wrapping station
- Direct mail flyer
- Newspaper ad
- BIA website event page
- ALL BIA Kids' Shop social media posts



MOGUL SPONSOR \$500

Your funding helps us add more entertainment, more giveaways, more fun. Your business name listed as sponsor on:

- Direct mail flyer
- Newspaper ad
- BIA website event page
- Event signage
- Min. 3 BIA social media posts



SNOWBALL SPONSOR \$250

Your funding helps us add more entertainment, more giveaways, more fun. Your business name listed as participating sponsor on:

- Direct mail flyer
- Newspaper ad
- BIA website event page
- Event signage
- Min. 2 social media stories



SNOWFLAKE IN-KIND DONATIONS

Donate what you can to enhance local giveaways - holiday treats (chocolates, cookies, hot chocolate, apple cider, candy canes, etc.), supplies & services (printing, gift wrap, carollers, etc.). Your business name listed as participating sponsor as Snowball, above.