



5th Annual Downtown Greenville Holiday Happening

December 8-10, 2017

BENEFITS OF GIVING

Holiday Happening is a weekend long event that celebrates all that is special about small town America during the holidays. In partnership with the City of Greenville, VisitGreenvilleSC, and many local businesses, Holiday Happening transforms Downtown Greenville into a holiday experience of local entertainment, shopping, hospitality, and more for the whole family. Would you consider partnering with us create this unique experience?

PRESENTING SPONSOR - \$5,000

- Primary sponsor designation and presenting rights
- Company logo displayed on event A-frame signage & map
- Company name or logo displayed/mentioned in all Holiday Happening publicity segments
- Company logo displayed on ads, save the date cards, website, social media and other event promotions
- Ad space provided on website for company promotion, coupon, etc.
- Designated branding for three (3) social media takeovers, once per month leading up to event as well as year-round social media recognition
- Promotional materials provided for weekend of event

GOLD RIBBON SPONSOR - \$2,000

- Company logo displayed on front of 2017 Holiday Happening map; "Map sponsored by:"
- Company name or logo displayed on ads, website, social media and other event promotions
- Ad space provided on website for company promotion, coupon, etc.
- Designated branding for two (2) social media takeovers, leading up to event as well as year-round social media recognition
- Promotional materials provided for weekend of event

SILVER BELLS SPONSOR- \$1,000

- Company name or logo displayed on ads, website, social media and other event promotions
- Company listed as destination on map
- Designated branding for one (1) social media takeover, leading up to event as well as year-round social media recognition
- Promotional materials provided for weekend of event

BRONZE STAR SPONSOR- \$500

- Company logo provided on map
- Company name listed on website
- Social media recognition
- Promotional materials provided for weekend of event

PARTICIPATING MERCHANT- \$150

Company name listed on website & map | Social media recognition | Promotional materials provided for weekend of event