



# CHRISTMAS ON MERCER STREET



September 7, 2016

*Dear Friends of Christmas on Mercer,*

*Already in our TWELFTH year, Christmas on Mercer Street will soon return! Did you know that thousands of people attend our annual Christmas festival?* This is a great way to advertise your business by participating as a sponsor or a booth vendor! Christmas on Mercer Street, one of our timeless treasured community events, will be held in downtown Dripping Springs on **Saturday, December 3, 2016**. The all-day celebration kicks off with arts/crafts, food, and vendor booths, free music and entertainment, a visit by Santa Claus, and various kid's activities. The evening portion will include the beloved town tree lighting at dusk with caroling, hot cocoa, and more.

Attached is a form detailing the Sponsorship Levels and information on recognition for each level of commitment. Please consider if one of these levels might be a good opportunity for your business or company to join our town in celebrating the season. The event is co-hosted by the City of Dripping Springs and the Dripping Springs Lions Club, both non-profit organizations; **your sponsorship donation amount is tax deductible**. If a sponsorship is not the right fit for you this year, we encourage you to participate as a vendor!

As Christmas on Mercer Street continues to grow, we hope that you will take advantage of this opportunity to showcase your business to Dripping Springs and the large number of area visitors who attend. To ensure you or your company receives the anticipated recognition, **please respond by October 14, 2016; our publicity program begins in November**. We look forward to your support and participation. Should you have any questions about sponsorships, please see our contact information listed below. Please know that we encourage your participation and attendance at the event, whether you choose to sponsor, have an independent booth, or simply show up to enjoy the festivities with our local citizens. We look forward to seeing you there!

Many thanks,

*Mayor Todd Purcell*  
City of Dripping Springs  
(512) 858-4725

*Kevin Pata*  
Christmas on Mercer Street Committee Chair  
(512) 937-9494

Please email [dslionsclub@gmail.com](mailto:dslionsclub@gmail.com) or visit [www.CityofDrippingSprings.com](http://www.CityofDrippingSprings.com) and click on the Christmas on Mercer Street icon on the left of the screen for more information.

Visit us also at [Facebook.com/ChristmasOnMercerStreet](https://www.facebook.com/ChristmasOnMercerStreet)



# CHRISTMAS ON MERCER STREET



## Sponsorship Levels

### Santa Claus Level (\$3,000)

- \* Recognition as top event sponsor with business logo in all ads and printed publicity
  - \* Company logo on banner on Hwy 290
  - \* Appreciation plaque from MC at event stage during festival
- \* Recognition as top sponsor on website and business featured on Facebook page
  - \* Free parking for two vehicles
  - \* TWO vendor booth spaces

### Angel Level (\$2,000)

- \* Recognition as Event Sponsor on week-long radio ads
- \* Business logo on all banners, ads, and posters
- \* Recognition as a Sponsor from the events stage during the festival
- \* Recognition and link to business on webpage
- \* Tagged and linked from Facebook page
- \* TWO vendor booth spaces

### Silver Star Level (\$1,000)

- \* Business logo on all banners
- \* Business logo in all published advertising and posters
- \* Recognition as a Sponsor from the events stage during the festival
- \* Recognition and link to business on webpage
- \* Tagged and linked from Facebook page
- \* ONE vendor booth space

### Reindeer Level (\$500)

- \* Business logo in all published advertising and posters
- \* Recognition as a Sponsor from the events stage during the festival
- \* Recognition and link to business on webpage
- \* Tagged and linked from Facebook page
- \* ONE vendor booth space

### Santa's Helper Level (\$250)

- \* Business name on all area posters
- \* Recognition as a Sponsor from the events stage during the festival
- \* Recognition and link to business on webpage
- \* Tagged and linked from Facebook page

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In order to ensure inclusion in all advertisements, please email your business logo by October 14th.

*Please detach and submit the below information:*

Business Name: \_\_\_\_\_ Do you have a Facebook Page?  Y  N

Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

**Circle Level of Choice:** Santa Claus \$3,000 Angel \$2,000 Silver Star \$1,000 Reindeer \$500 Santa's Helper \$250

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**Sponsorship sign-up is due by October 14<sup>th</sup>. Please email logos to [dslionsclub@gmail.com](mailto:dslionsclub@gmail.com) ASAP**

Please make checks payable to **DS Lions** and mail along with this form to: DS Lions,  
PO Box 53, DS, TX 78620. \$30 fee for returned checks.