



CHRISTMAS ON MERCER STREET



Dear Friends of Christmas on Mercer,

September 6, 2017

Already in our THIRTEENTH 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 2, 2017**. The all-day celebration kicks off with arts/ crafts, food, and vendor booths, free music and entertainment, a visit by Santa Claus, and various kids' 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 13, 2017; 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

Evan Taddia
Dripping Springs Lions Club President
(512) 350-9310

Please email dslionsclub@gmail.com or visit www.CityofDrippingSprings.com

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 Emcee 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

Please email dslionsclub@gmail.com or visit www.CityofDrippingSprings.com for more information.

Visit us also at Facebook.com/ChristmasOnMercerStreet

In order to ensure inclusion in all advertisements, please email your business logo by October 13th.

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 13th. Please email logos to 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.