

Tinsel Trail 2019

SPONSORSHIP LEVELS

SANTA'S SLEIGH (PRESENTING SPONSOR) • \$7500 (2 Available)

- Shine all season as you are listed as “presenter” on all Tinsel Trail promotional materials (fliers, radio advertising, newspaper ads, social media, website, and tickets)
- Right of first refusal for Tinsel Trail 2020
- Anchor tree (\$600 value) **in location of choice!** (priceless)
- Listed as official sponsor of **Tinsel Trail Grand Opening**
- Receive special recognition at the Tinsel Trail Grand Opening, Pet Night, and Sunday with Santa
- Name and/or logo on Tinsel Trail shirts
- Premium table location at Grand Opening
- Multiple social media spotlights throughout season
- Special signage along Tinsel Trail recognizing your sponsorship
- Option to have company signage/banners on display at **each** Tinsel Trail event
- Special invitation to **VIP Santa Reception**, including professional photographs with Santa, cocoa and cookies for 5 families
- 6 Tinsel Trail comfort colors shirts (\$100 value)
- 15 Sunday with Santa Tickets (\$135 value)
- Anchor tree takedown (\$125 value)

FESTIVITY SPONSOR • \$2500 (3 Available)

Festivity sponsors are **official sponsors** for **one of three** Tinsel Trail highlights. All Festivity Sponsorships include:

- Anchor tree sponsorship (\$600 value) and **early check-in for Tinsel Trail tree decoration**
- Special invitation to **VIP Santa Reception**, including professional photographs with Santa, cocoa and cookies for 3 families
- Special recognition on website and social media with logo
- 4 Tinsel Trail shirts (\$80 value)
- 10 Sunday with Santa tickets (\$70 value)

SUNDAY WITH SANTA also includes...

- Exclusive Sunday with Santa Sponsor
- Option to have your company signage or banner on display at Sunday with Santa
- Name/logo on photo booth filter used throughout Sunday with Santa

PET NIGHT also includes...

- Exclusive Pet Night Sponsor
- Option to have your company signage or banner on display at Pet Night
- Your name/logo on Pet Night promotional product distributed at event

CANDY CANE LANE also includes...

- Exclusive Candy Cane Lane Sponsor
- Premium signage for the duration of Tinsel Trail at both entrances to Candy Cane Lane

HOLLY JOLLY SPONSOR • \$1000 (10 Available)

- Spruce sponsorship included (\$300 value)
- **Early check-in for Tinsel Trail tree decoration**, providing a premium opportunity for tree selection
- Holly Jolly Sponsors will have kids believing in the magic of the season by sponsoring one of many Sunday with Santa interactive tables, including cookie decorating, reindeer food station, and more!
- Receive special recognition on website and social media, with logo
- Includes 5 tickets to Sunday with Santa (\$35 value)
- 2 Tinsel Trail shirts (\$40 value)

UPGRADE HOLLY JOLLY SPONSORSHIP TO AN ANCHOR TREE • \$1500 (5 Available)

ANCHOR TREE • \$600

Shine on the Trail with a 10-12' tree in premium locations along Tinsel Trail. Electricity, signage, and fencing included.

SPRUCE • \$300

- Brighten up Tuscaloosa for the holiday season with a spruce. Your 7-8' tree includes electricity, signage, and fencing



SPONSOR INFORMATION

CONTACT NAME & ADDRESS:

CONTACT PHONE: _____ CONTACT EMAIL: _____

WEBSITE: _____ We value our sponsors and will provide links to your website.

If you are donating your tree to someone else to decorate, please provide name of organization or individual to be listed as decorator:

CONTACT NAME: _____

CONTACT PHONE: _____ CONTACT EMAIL: _____

☐ Check here if you would like TOP to select a school or nonprofit to decorate your tree.

SHIRT SIZES: *(Presenting, Festivity & Holly Jolly Sponsors)* _____

PLEASE COMPLETE THIS FORM
AND RETURN TO
ttowntinsel@gmail.com
OR MAIL TO
PO Box 2476
Tuscaloosa, Alabama 35403

SPONSORSHIP FORM & FEES
ARE DUE NO LATER THAN
NOVEMBER 1, 2019

PAY ONLINE AT
TTOWNTINSEL.COM or
MAKE CHECKS PAYABLE TO
TUSCALOOSA'S ONE PLACE

SPONSORSHIP LEVEL

☐ SANTA'S SLEIGH (PRESENTING SPONSOR) (\$7500) *1 Available*

☒ **~~SOLD~~** FESTIVITY SPONSOR (\$2500) *Select your preferred event below.*

☒ **~~SOLD~~** SUNDAY WITH SANTA

☒ **~~SOLD~~** NIGHT

☒ **~~SOLD~~** CANDY CANE LANE

☐ HOLLY JOLLY SPONSOR (\$1000) *7 Available*

☐ ANCHOR UPGRADE (\$1500) *2 Available*

☒ **~~SOLD~~** ANCHOR TREE (\$600)

☐ SPRUCE (\$300)

☐ ADD TAKEDOWN (\$125)


FOLLOW US:

@TTOWNTINSEL



#TTOWNTINSEL

SIGNAGE

OUR SIGN SHOULD READ: This is the *exact wording* that will appear on your sponsorship sign.

SPONSORED & DECORATED BY:

OR

SPONSORED BY: _____

DECORATED BY: _____

 **THANK YOU** 
FOR YOUR SPONSORSHIP AND
SUPPORT OF TUSCALOOSA'S
ONE PLACE!

For decorating/takedown dates and times, decorating guidelines, and other frequently asked questions, please visit ttowntinsel.com.

To receive Tinsel Trail shirts in preferred sizes, sponsorships must be received by Nov. 1, 2019. Any sponsorships received after November 1, 2019 will be provided shirts based on available sizes.