

# CHAMPION

## SPONSOR



Our annual Holiday Fest is for the enjoyment of residents and visitors of Shakopee. Our Holiday Fest is the kick-off event to the holiday season for the Shakopee community. This event will take place in Downtown Shakopee on Saturday, December 3rd.

### Goal

The mission of our signature Holiday Fest is to connect commerce to community by showcasing our business members, while celebrating the holiday season in which both residents and visitors come together to enjoy Shakopee.

### Holiday Fest Details:

- Attendance: 4,000+
- Date: Saturday, Dec 3, 2022
- Time: 2:00-5:00 PM
- Location: Downtown Shakopee
- Featuring: Parade of Lights, Christmas Tree Lighting, Santa Appearance, Holiday Activity Stations, & Fireworks Show

### Sponsorship Details | \$2,500

#### Holiday Fest

- Official Event Sponsor (logo included on all marketing materials & entrance banner)
- Parade of Lights Grand Marshall (center float in the parade and sponsorship signage)
- Greetings at the Christmas Tree Lighting Ceremony (also includes signage at the tree)
- Recognition from Santa & Mayor during Parade Float Judging
- Activity booth/station
- Logo included on Holiday Map & Signage
- Prominent online/social media marketing (videos, posts, etc.)



### CONTACT INFORMATION

Heather Proskey  
Main Street & Special Events Director  
hproskey@shakopee.org  
952-641-9044

# CONTRIBUTOR

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### Sponsorship Details | \$750

#### Holiday Fest

- Holiday station participant (includes option to host booth at the activity station for increased visibility)
- Parade participant
- Logo included on Holiday Map
- Online/social media presence



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# SUPPORTEER

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### Sponsorship Details | \$500

#### Holiday Fest

- Holiday Station Participant (option to host activity booth in Holiday Market) **OR** Parade Participant
- Logo included on Holiday Maps
- Prominent online/social media marketing (videos, posts, etc.)



### CONTACT INFORMATION

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