



# 2020 St. Charles *Holiday Homecoming*



## 2018 Demographics

- 30,000 Parade spectators yearly average
- 60 Parade Entries
- 90+ Volunteers
- 700 Attendees to the Holiday movie
- 900 Santa House visitors over the weekend
- 500 Horse-drawn trolley rides
- 1,500 Lighting of the Lights Attendees
- 600 Posters & Rack Cards passed out to businesses & sponsors
- 40,000 Cars per day see the 12 Main Street promotional parade banners with Presenting and Gold Sponsor logos
- 198,400 Impressions from online ads alone
- 232,000 Impressions on social media alone

## Presenting Sponsor

\$7,500

- Logo prominently displayed on up to six Main Street Promotional parade banners, with a reach of more than 40,000 cars per day
- Company name on float. Includes a driver and a float with space for up to 15 people to ride on
- Two dedicated social media posts featuring your company with over 16,000 followers on Facebook
- Audio recognition as Presenting Sponsor by parade emcee
- Company name on a large walking banner in front of your sponsored float
- Logo prominently placed on all marketing materials, event schedules and online communications
- Logo prominently placed in all advertising including print, newspaper and magazine ads
- Prominent logo placement with hotlink on the Alliance's website
- Company name mention in all parade press releases distributed to all local and regional media and the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name will get a "shout-out" on the What's Up Downtown Podcast
- Company name in "thank you" ad

## Platinum Level Sponsor (2 Available)

\$3,500

- Logo displayed on up to three Main Street Promotional parade banners, with a reach of more than 40,000 cars per day
- Opportunity for sampling or product/service display at sponsored element
- One social media posts featuring your company with over 16,000 followers on Facebook
- Audio recognition as a Platinum Sponsor by parade emcee
- Company name on a large walking banner in front of your sponsored element in the parade
- Logo placement on marketing posters, event schedule and some online communications
- Logo placement in advertising including print, newspaper and magazine ads
- Logo placement with hotlink on the Alliance's website
- Company name mention in all parade press release distributed to all local and regional media and the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad

## Gold Level Sponsor (4 Available)

\$2,500

- Logo displayed on a Main Street Promotional parade banners, with a reach of more than 40,000 cars per day
- One social media posts featuring your company with over 16,000 followers on Facebook
- Audio recognition as Gold Sponsor by parade emcee
- Company name on a large walking banner in front of your sponsored element in the parade
- Logo placement on marketing posters, event schedule and some online communications
- Logo placement in advertising including print, newspaper and magazine ads
- Logo placement with hotlink on the Alliance's website
- Company name mention in all parade press release distributed to all local and regional media and the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad

## Silver Level Sponsor (2 Available)

**\$1,750**

- Audio recognition as sponsor by parade emcee
- Company name on a large walking banner in front of your sponsored element in parade
- Logo placement on marketing posters, event schedule/brochure and some online communications
- Logo placement with hotlink on the Alliance's Website
- Company name mention in the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad

## Bronze Level Sponsor (2 Available)

**\$1,000**

- Audio recognition as sponsor by parade emcee
- Company name on a large walking banner in front of your sponsored element in parade
- Logo placement with hotlink on the Alliance's Website
- Company name mention in the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad

## Sponsorship Opportunities

Holiday Homecoming is one of the Midwest's most spectacular holiday events and is the official kick-off to the holiday season in St. Charles. This weekend long event has been making holiday memories for families for over seventeen years. The event kicks off the weekend after Thanksgiving with the Lighting of the Lights Ceremony. Join us for Christmas carols, a Christmas poem from the mayor, Santa's first visit to the plaza and watch as we turn on all the lights in downtown. Then, on Saturday, there is a free holiday movie, horse-drawn trolley rides, live holiday window displays in downtown businesses and visits with Santa. The day culminates with the Electric Christmas Parade. The weekend brings out over 35,000 people.

The Lighting of the Lights Ceremony will be on Friday, November 27 at 5 p.m. The Electric Christmas Parade is on Saturday, November 28 and kicks off at 5:30 p.m. down Main Street between 6<sup>th</sup> Street and 4<sup>th</sup> Avenue.

## Presenting Sponsor



This St. Charles Business Alliance signature event is recognized by its branded identity and offers the Presenting Sponsor the highest level of visibility and exposure. There is an extensive marketing plan in place in not only local media but all over the Chicagoland. Media buy ins include XRT Radio, Chicago Tribune, Daily Herald, Kane County Chronicle, Google Ads, Facebook ads and various others. Your logo will be on every print ad and in at least 2 social media posts recognizing you as the Presenting Sponsor. Plus, your company name and logo are prominently featured on a float, which has a driver and room for up to 15 guests. There will also be a large walking banner in front of the float with your company name being recognized as the Presenting Sponsor.

## Platinum Sponsorship Opportunities



### **Santa House Sponsor**

What would the holidays be without a visit with Santa? You can help create those fond family memories by sponsoring Santa for every weekend from Holiday Homecoming to Christmas (usually around 4 weekends). The Santa house is in the 1<sup>st</sup> Street Plaza and is open every Saturday and Sunday from 1-4 p.m. This sponsorship includes these additional benefits:

- Company logo on a large banner in the plaza for the entire time the Santa house is open
- A free entry in the Electric Christmas Parade
- A banner and audio recognition in the Electric Christmas Parade



### **Lighting of the Lights Ceremony Sponsor**

The official “kick-off” to the holiday season promises to bring a smile to everyone’s face as we sing Christmas carols led by both High School carols, the mayor recites a Christmas poem and a lucky member of the community gets to flip the switch and turn on all the festive lights in downtown. This sponsorship includes these additional benefits:

- Sponsor will have the opportunity to address the crowd and speak about their services
- Sponsor name will be prominently featured on a large banner on the corner of Main Street and 1<sup>st</sup> Street at least 1 week before the event
- Opportunity for sampling or product/service display, booth or table at the ceremony

## Gold Sponsorship Opportunities



### **Santa Float Sponsor**

Santa’s appearance on the final professional float is the highlight of the Electric Christmas Parade. Your company name will appear on the side of the float carrying Santa as well as on the walking banner in front and you will receive audio recognition by the parade emcee. You may invite up to 8-10 children to ride with Santa and one of his elves as well.



### **Professional Float Sponsor**

Our professional float company does all the work, you receive all the benefits. The professional designed float of your choice includes your name on the float and a walking banner with your company's name in front. There will be a driver, liability insurance and you can invite up to 15 guests to ride on the float.



### **Horse-Drawn Trolley Rides Sponsor**

Downtown St. Charles's charm comes to life as a horse-drawn trolley ride transports guests around town before the parade. Take in all the sights and sounds of our downtown as you leisurely stroll through town in a sleigh reminiscent of yesteryear. Your company logo will be featured on two banners on the trolley all day Saturday.



### **Free Holiday Movie at the Arcada Theatre Sponsor**

This free, family-friendly holiday movie is an amazing opportunity to get in front of so many local families. Shown in the historic Arcada Theatre, this event had over 800 people attend. This sponsorship includes these additional benefits:

- Acknowledgment as the sponsor before the movie begins
- Company name on the Arcada Theatre Marquee
- May submit a 60 second commercial or address the audience prior to the movie
- Option to handout samples, goodies or free products to kids and parents
- Reserved seating for 10 guests

## **Silver Level Sponsorship Opportunities**



### **Lighted Parade Element Sponsor (3 available)**

See the crowd light up with delight when these brightly lit parade entries pass by. Whether it is a dragon, teddy bear, locomotive train or tugboat, these spectacular elements generate lots of holiday cheer. There are multiple options available and your company name will be featured on a walking banner in front of one of them.



### **Live Holiday Window Displays Sponsor**

There is something so special about walking up and down the street and looking into our local businesses holiday window displays. With this sponsorship, your business name and logo will be displayed in each participating business window for at least 1 week before the event.

## **Bronze Level Sponsorship Opportunities**



### **St. Charles High School Bands Sponsor (2 Available)**

Sponsor St. Charles East or St. Charles North High School Marching Bands as they showcase the local talent and play everything from timeless classics to contemporary hits. Support your local community by sponsoring one of these amazing marching bands.



### **Sam the Wheeler**

Samuel Sake's performance on the "Gym Wheel" will astound you! His favorite circus skills are juggling, walking on the globe, unicycling, tumbling, and the gym wheel. Samuel came to the United State from Ethiopia and currently lives in Chicago. Samuel is skilled in and particularly enjoys performing with the gym wheel. He has performed in the US and internationally and has competed in world championship competitions.



### **Band of Brothers**

The Band of Brothers Pipes & Drums is a bigpipe & drum band comprised solely of active & retired firefighters from Illinois & Northwest Indiana. Their primary purpose is providing musical support at the funeral services of Firefighters, Police Officers, and United States Military Personnel, killed in the Line of Duty.