



Old Town Elk Grove

DICKENS STREET FAIRE



SPONSOR PACKET

NOVEMBER 26, 2022 | OldTownElkGrove.com
Celebrating 35 Years!



Dickens Street Faire Fact Sheet

Proudly produced by the Old Town Elk Grove Foundation, the Dickens Street Faire is the traditional start of the Elk Grove Yuletide Season. Held every year on the first Saturday after Thanksgiving, it is a wonderful and exciting experience you can share with your whole family. See Santa get rescued by our trusted Fire Department. Stroll through Old Town and explore local shops, enjoy holiday music, craft and vendor booths, eat delicious foods, meet festive characters, and mingle with your friends and neighbors.

Each year, over 150 arts and craft vendors, commercial vendors and community groups fill Elk Grove Boulevard from 2nd Avenue to School Street and the Old Town Plaza for the faire, while the food vendors are conveniently distributed throughout the area. Entertainment is available all day featuring live music and performers, FREE photo opportunities with Mrs. Claus (bring your own camera please), Christmas carolers, free kids craft corner and character photos.

SCHEDULE OF EVENTS

9AM	Breakfast with Santa
10AM - 5PM	The streets in Old Town Elk Grove and the Old Town Plaza come alive with shopping, music, and activities
11AM	Santa is rescued from a rooftop by the Cosumnes Fire Department
Noon	Photo opportunities with Santa! Bring your own camera for pictures with Mrs. Claus!
10AM – 4PM	Tiny Tim Alley children's area in the Old Town Plaza
5PM	Christmas carols and Christmas Tree Lighting (corner of Elk Grove Blvd. and Walnut St)



Dickens Street Faire Sponsorship Opportunities

\$15,000—PRESENTING SPONSOR

- Exclusivity in category “Presented by” title
- Larger Logo on all materials
- Company logo/name associated with main stage
- Company logo/name featured on home page and social media
- Company banner displayed prominently
- Event flyer featuring company/logo name*
- Company logo/name included in event advertisement to appear in the Elk Grove Citizen Newspaper
- 10x20 booth space
- Table for 8 at Breakfast with Santa
- Live announcements from Main Stage

\$7,500—"GHOST OF CHRISTMAS FUTURE"

- Company logo/name associated with main stage
- Company logo/name listed on website and social media
- Company banner displayed prominently
- Event flyer featuring company/logo name*
- Company logo/name included in event advertisement to appear in the Elk Grove Citizen Newspaper
- 10x20 booth space
- Table for 6 with Breakfast with Santa
- Live announcements from Main Stage

\$5,000—TINY TIM ALLEY - Children's Area

- Company logo/name listed on website and social media
- Company logo/name prominently displayed at Tiny Tim Alley (Old Town Plaza)
- Company banner displayed prominently with-in the stage area and 1 additional banner in high-traffic viewing area
- Event flyer featuring company/logo name*
- Company logo/name featured in Elk Grove Citizen Newspaper
- 10x10 booth space*
- Table for 4 with Breakfast with Santa
- Live announcements from Main Stage

\$3,000—"GHOST OF CHRISTMAS PRESENT" Main Stage

- Company logo/name listed on website and social media
- “Main Stage” title company logo/name prominently displayed on stage
- Company banner displayed prominently within the stage area
- Event flyer featuring company/logo name*
- Company logo/name included in event advertisement to appear in the Elk Grove Citizen Newspaper
- 10x10 booth space

Dickens Street Faire Sponsorship Opportunities

\$1,000—"GHOST OF CHRISTMAS PAST"

- Company logo/name listed on website and social media
- Company logo/name prominently displayed on stage
- Company banner displayed prominently within the stage area and 1 additional banner in high-traffic viewing area
- Event flyer featuring company name*
- Company logo/name featured in Elk Grove Citizen Newspaper
- Branded street Entertainment

\$750—"BAH HUMBUG" INFORMATION BOOTH

- Branded signage on the event information booth

\$500—COOKIES & COCOA WITH SANTA SPONSOR

- Feature your company's banner at the Cookies and Cocoa tent after the tree lighting.

CUSTOM PACKAGES AVAILABLE!

Contact Event Coordinators

Amy Labowitch (916)829-5577

Isabel Pires (916) 267-1129

dickens@ElkGroveCA.com

***SPONSOR FULFILLMENT ITEMS AND DEADLINES**

- All logos must be provided in either an .ai .png or high resolution format
- Deadline for logos is October 3rd
- Sponsor website link will be added to website within 5 business days after receipt
- All sponsor banners must be delivered to the Elk Grove Chamber of Commerce no later than Friday, November 18, 2022
- Banner sizes must not exceed 8'L x 3'H. Grommets are required.
- Banners are to be provided by the sponsor unless otherwise noted.
- Booth spaces do not include tents, tables, chairs, etc.



**Please note any logos received after Oct 3rd will only be included on materials printed after that date.*

SPONSOR LEVELS

NOVEMBER 26, 2022 | OldTownElkGrove.com Celebrating 35 Years!

We would like to sponsor at the level of:

- ☐ **Presenting Sponsor**\$15,000
- ☐ **"Ghost of Christmas Future"**\$7,500
- ☐ **"Tiny Tim Alley" - Children's Area**\$5,000
- ☐ **"Ghost of Christmas Present" - Main Stage**\$3,000
- ☐ **"Ghost of Christmas Past"**\$1,000
- ☐ **"Bah Humbug" Information Booth**\$750
- ☐ **Cookies & Cocoa with Santa Sponsor**\$500



More information scan QR Code

Company: _____

Contact: _____

Address: _____

Email: _____ Phone: _____

Web & Social Links

Website: _____

Facebook: _____

Instagram: _____

Payment Method:

- ☐ Check Enclosed
- ☐ Please Invoice
- ☐ Credit Card

Cardholders Name: _____

Credit Card Number: _____

Expiration Date: _____ CVC: _____ Billing Zipcode: _____