



# 2022 Herndon WinterMarket



**Date: Saturday, December 10, 2022**

**Time: 12:00pm -7:00pm**

**Location: Historic Downtown Herndon, in front of the Municipal Center**

*The Herndon WinterMarkt brings the Old World charm of Christmas in Europe to our community. Our market is focused on showcasing the diversity of our community and the surrounding DC Metro area, in our lovely historic town. This event is a family-focused with entertainment, and activities for all members of the household while bringing the charm of this European tradition to Herndon.*

*After an overwhelming outreach and support in 2019 and 2021, the Herndon WinterMarkt returns as a beloved family-friendly holiday tradition in the area! Our merry-markers attended the festivities and enjoyed many vendors of European delicacies, warm beverages, handcrafted wares, and lively entertainment.*

## Key Data:

- Over 10,000 people attended and over 13,000 Facebook event followers in 2021.
- Attendees traveled from Washington DC, Maryland, Alexandria, Herndon, Reston, Fairfax, Sterling, Chantilly, Ashburn, Leesburg, Short Gap, and more!
- In December 2021 alone, there were 19,700 engagements from 1,946 Facebook followers.
- The German Embassy labelled the WinterMarkt as one of the most authentic markets in the US!



## Highlights of News Coverage:

- [Herndon Connection: WinterMarkt](#)
- [Connection: Herndon WinterMarkt 2021](#)
- [Patch](#)

Hosted By



[sponsors@herndonwintermarkt.com](mailto:sponsors@herndonwintermarkt.com)

[tmeyer@dulleschamber.org](mailto:tmeyer@dulleschamber.org)



# 2022 Herndon WinterMarket Sponsorship Packages

The Herndon WinterMarket actively promotes WinterMarket, its sponsors, merchants and entertainers year-round. Gold and Silver Sponsors are granted use of official 2022 Herndon WinterMarket Sponsor™ logo.

## Gold Sponsor | \$8,000

Gold Sponsor VIP status includes:

- 16 official WinterMarket Glühwein mugs
- 16 Glühwein/beer tickets
- 16 bratwurst meal or equivalent tickets

Gold Sponsor logo & name prominently featured on:

- Main Event Banner(s)\*
- WinterMarket website
- WinterMarket Facebook Page
- WinterMarket posters / fliers / window signs\*
- WinterMarket online event brochure
- WinterMarket press releases and calendar notices sent to media/town (sponsors to be included in final publications at the discretion of media/town)
- Herndon town sign (approximately one week leading up to the event, visible on Elden St. and the W&OD Trail to cars, pedestrians and bike traffic)\*

Gold Sponsor will be only sponsor noted on banner over other single main areas selected with WinterMarket Committee and Sponsor (e.g., Entrance tent, Beverage tent, Kinder Corner).

Gold Sponsor feature on WinterMarket website to include content and URL from Sponsor, to remain posted through 2023 (content requires approval from WinterMarket Committee).

20+ Sponsor promotions through the end of 2022 on WinterMarket's Facebook page and/or Instagram feed including one Facebook LIVE or pre-recorded video posts; all content to be provided by Sponsor (content requires approval from WinterMarket Committee)

Access to space for 10x10 tent for product sales, giveaways and/or promotions (sponsor must provide own tent and supplies [tent, table and chairs package available for an additional cost]; products/giveaways require WinterMarket Committee approval; sponsor must adhere to local health, safety and business regulations)\*

## Silver Sponsor | \$5,000

Silver Sponsor VIP status includes:

- 8 official WinterMarket Glühwein mugs
- 8 Glühwein/beer tickets
- 8 bratwurst meal or equivalent tickets

Silver Sponsor logo/name prominently featured on:

- Main event banner(s)\*
- WinterMarket website
- WinterMarket Facebook page
- WinterMarket posters / fliers / window signs\*
- WinterMarket online event brochure

Sponsor special feature on WinterMarket website to include content and URL from Sponsor, to remain posted through 2023 (content requires approval from WinterMarket Committee)

10+ Sponsor promotions through the end of 2022 on WinterMarket's Facebook page and/or Instagram feed; all content to be provided by Sponsor (content requires approval from WinterMarket Committee)

Access to space for product giveaways and/or promotions (location TBD; products/giveaways require WinterMarket Committee approval; Sponsor must adhere to local health, safety and business regulations)



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## Bronze Sponsor | \$3,000

Bronze Sponsor logo/name featured on:

- WinterMarket website
- WinterMarket Facebook page
- WinterMarket posters / fliers / window signs\*
- WinterMarket online event brochure

5+ Sponsor promotions through the end of 2022 on WinterMarket’s Facebook page and/or Instagram feed; all content to be provided by Sponsor (content requires approval from WinterMarket Committee)

## Copper Sponsor | \$1,000

Copper Sponsor logo/name featured on:

- WinterMarket website
- WinterMarket Facebook page
- WinterMarket posters / fliers / window signs\*
- WinterMarket online event brochure

## Friend | \$500

Friend logo/name featured on:

- WinterMarket website
- WinterMarket Facebook page
- WinterMarket posters / fliers / window signs\*

## HomeTown Holiday Hero | \$300

Promote the unique Holiday spirit in Herndon! This special package combines promotion of your business at both the Dulles Chamber-hosted Herndon WinterMarket and the Holiday Tree Lighting. Within one month of finalizing a HomeTown Holiday Package, WinterMarket will list names on the WinterMarket website and Facebook page as HomeTown Holiday Heroes and the Chamber will market you associated with the Tree Lighting

## Supporter | \$200

The Herndon WinterMarket actively promotes WinterMarket, its sponsors, merchants and entertainers year-round. Within one month of finalizing a Supporter partnership, WinterMarket will list supporter names on the WinterMarket website and Facebook page.

## Contributor | \$100

The Herndon WinterMarket actively promotes WinterMarket, its sponsors, merchants and entertainers year-round. Within one month of finalizing a Contributor partnership, WinterMarket will list contributor names on the WinterMarket website and Facebook page.

Hosted By



*\*Please note that in order to be included in any print material(s) and/or to reserve tent space for Platin/Gold sponsorships, sponsor payments must be received prior. To learn more about becoming a sponsor of the Herndon WinterMarket or designing a custom sponsorship package, please email [Sponsors@HerndonWinterMarket.com](mailto:Sponsors@HerndonWinterMarket.com) or contact [tmeyer@dulleschamber.org](mailto:tmeyer@dulleschamber.org)*