



CHRISTMAS

Tree Lighting



EVENT

Friday, December 2
6:00 PM - 9:00 PM

Partnership
Opportunities





Event Information

Friday, December 2, 2022, 6:00 PM – 9:00 PM

The Link Plaza, 6750 Baker Blvd, Richland Hills, TX 76118

Anticipated Attendance: 1,000+

Join us for this great holiday tradition as Santa arrives to light the community Christmas Tree, choirs fill the air with the sounds of the season and lights begins to twinkle all around. You'll never know what kind of holiday surprise you might find, such as the crowd favorite snow sledding hill! It's a great time to gather and kick-off the holiday season with FREE Santa visits, crafts, activities and more. You'll be jingling all the way home!

Sponsorship Opportunities

Very Merry Sponsor - \$1,000

- Sponsor recognition as the title sponsor on the following event promotion:
 - Advertisements on the Richland Radio station at The Link
 - The Link e-blast newsletter (distribution of 900+)
 - Social media event promotion
 - Digital flyer distribution (2,000+)
- First Right of Refusal for 2022
- Category/product exclusivity for the event
- Logo prominently displayed on main stage
- Display space of 10' x 20' in Park Plaza
- Logo will be displayed prominently on event website
- Logo prominently displayed on event informational signs
- Sponsor will receive verbal recognition throughout the event
- Logo displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine
- Reserved table of eight at Main Stage
- 5 VIP parking passes

Big Chill Sponsor - \$750

- Sponsor prominently recognized on the following event promotion:
 - The Link e-blast newsletter (distribution of 900+)
 - Social media event promotion
 - Digital flyer distribution (2,000+)
- Logo displayed on main stage and near snow hill
- Display space of 10' x 10' to distribute promotional materials
- Logo displayed on event signage
- Sponsor will receive verbal recognition throughout the event
- Logo displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine
- 1 VIP parking pass

Reindeer Games Sponsor - \$500

Interactive play area with inflatables and a human snow globe.

Elf Workshop Sponsor - \$500

Free arts and crafts creation area.

Each of the above exclusive sponsor options receive:

- Sponsor prominently recognized on the following event promotion:
 - The Link's e-blast newsletter (distribution of 900+)
 - Social media event promotion on event date
 - Digital flyer distribution (2,000+)
- Logo prominently displayed at selected activity site and other event signage
- Display space of 10' x 10' to distribute promotional materials near activity site
- Logo will appear on event signage
- Sponsor will receive verbal recognition throughout the event
- Name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine

Holiday Cheer Sponsor - \$250 Cash or In-Kind

- Display space of 10' x 10' at event
- Name displayed on event signage
- Name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine

Merry Makers – FREE

Merry Makers provide a free holiday treat, craft or interactive activity for 500 children ages 12 years of age or younger at their booth. Each Merry Maker shall provide a different activity, so the quicker you return your application, the better chance you have of selecting your preferred activity. It's a great face-to-face marketing opportunity!

- Organization's name displayed on "Thank You" page in the seasonal *Richland Hills Connection* magazine for all booths.

Custom Partnership Packages

Custom packages can be designed for any organization with a specific marketing need. If you have a service, product or talent that you would like to donate, please contact Dona Roth Kinney at dkinney@richlandhills.com or 817-616-3740 so that we can design a package for you.





Partnership Application

Be a part of something spectacular by partnering with us on one of the City of Richland Hills' signature community events. Partnership packages are designed to effectively market your business/organization while making a positive impact on our community! The City of Richland Hills Tricky Treat Trail provides a family friendly event through the support of our sponsors and community partners. As a result of these collaborative efforts, the community can enjoy free admission and complimentary entertainment, attractions, crafts and so much more. Whether a monetary contribution or an in-kind donation, your support will earn your business face-to-face marketing in front of area residents and enhance your promotional campaign.

Organization Name _____

Contact Name _____ Title _____

Organization Address _____ City _____ Zip Code _____

Email Address _____ Phone _____

Website Address _____

Sponsorship Options: (Please check one.)

☐ Very Merry Sponsor \$1000

☐ Big Chill Sponsor \$750

☐ Reindeer Games Sponsor \$500

☐ Elf Workshop Sponsor \$500

☐ Holiday Cheer Sponsor \$250 Cash/In-kind

☐ Merry Maker Booth

☐ Custom Sponsorship Package _____

All applications are on a first-come, first-served basis. All applications must contribute to the overall mission of the City of Richland Hills and align with our organizational values. City sponsored events are produced with a portion of public funds; therefore, sponsors may not engage in political advertising at any city event including any communications supporting or opposing a candidate for nomination or election to either a public office or office of a political party; or supporting or opposing an officeholder, a political party or a measure (a ballot proposition). Additionally, sponsorship benefits may not be conveyed to another organization or group and therefore, shall be used for the promotion of the sponsoring organization only. In order to represent your organization to the best of our ability, we need your assistance to make it a success. Your organization's logo will be used in the corresponding sponsorship opportunities. To ensure your organization receives all promotional opportunities and benefits, signed application, sponsorship payment and your logo must be received forty-five (45) days prior to event date. Send your logo in a high-resolution PNG format to Dona Roth Kinney at dkinney@richlandhills.com. Sponsorship payments will be invoiced by the City of Richland Hills following your confirmation and must be paid within thirty (30) days of invoice. Contributions to a city are tax deductible under Section 16, USCA 170. Sponsor should consult with its own tax advisor concerning how this provision applies to the sponsor's particular tax situation.

Signature _____ Date _____

Please return to Dona Roth Kinney, Special Event Supervisor, 6750 Baker Blvd, Richland Hills, TX 76118 or dkinney@richlandhills.com