

Tinsel Trail 2023

SPONSORSHIP LEVELS

SANTA'S SLEIGH (PRESENTING SPONSOR) • \$7500 (1 Available)

- Shine all season as you are listed as “presenter” on all Tinsel Trail promotional materials (fliers, radio ads, social media, website, shirts)
- Anchor tree (\$1000 value) **in location of choice!** (priceless)
- Listed as official sponsor of **Tinsel Trail Grand Opening**
- Multiple social media spotlights throughout season
- Special signage along Tinsel Trail recognizing your sponsorship
- Option to have company signage/banners on display at **each** Tinsel Trail event
- 6 Tinsel Trail comfort colors shirts (\$150 value)
- Anchor tree takedown (\$150 value)

PHOTO BOOTH SPONSOR • \$5000 (0 Available)

- Photo booth for all Tinsel Trail Events
- Custom digital frame for all pictures taken at **all Tinsel Trail events**.
- Digital photos sent to event attendees
- Anchor tree *included* (\$1000 value)
- 2 Tinsel Trail shirts (\$50 value)

FESTIVITY SPONSOR • \$3750 (0 Available)

- Official sponsors for **one of three** Tinsel Trail highlights. All Festivity Sponsorships include:
 - Official sponsor of selected event
 - Anchor tree sponsorship (\$1000 value) and **early check-in for Tinsel Trail tree decoration**
 - Special recognition on website and social media with logo
 - Option to have your company signage or banner on display at sponsored event.
 - 4 Tinsel Trail shirts (\$100 value)

EVENTS INCLUDE: • Family Night • Pet Night • Ugly Sweater Night

HOLLY JOLLY SPONSOR • \$1500 (4 Available)

- Spruce sponsorship included (\$500 value)
- **Early check-in for Tinsel Trail tree decoration**, providing a premium opportunity for tree selection
- Holly Jolly Sponsors will have kids believing in the magic of the season by sponsoring one of several Family Night activity tables, including cookie decorating, reindeer food station, and more!
- Receive special recognition on website and social media, with logo
- 2 Tinsel Trail shirts (\$50 value)

***UPGRADE* HOLLY JOLLY SPONSORSHIP TO AN ANCHOR TREE • \$2250 (2 Available)**

CANDY CANE CORNER • \$750 (0 Available)

- Candy Corner points are moving to the Plaza! Your sponsorship of one of four candy-themed holiday displays will create great opportunities to complement Tinsel Trail. Sponsorship includes your selected display and sponsor signage.

DISPLAYS INCLUDE: • Gingerbread House • Train • Santa's Sleigh

ANCHOR TREE • \$1000

- Shine on the Trail with a 10-12' tree in premium locations along Tinsel Trail. Electricity, signage, and fencing included

SPRUCE • \$500

- Brighten up Tuscaloosa for the holiday season with a spruce. Your 7-8' tree includes electricity, signage, and fencing

TAKEDOWN ADD-ON • \$150

- Don't feel like de-Tinseling your tree? Let our team do it for you! Takedown includes undecorating and delivering decor.