

Sponsorship Opportunities



Beary
Merry Christmas

in Downtown
New Bern



NEW BERN

CHAMBER OF COMMERCE

**BEARY MERRY CHRISTMAS SPONSORSHIPS ARE A
GIFT FOR THE WHOLE COMMUNITY!**

The Beary Merry Christmas committee is planning a vibrant time in Downtown New Bern again this year. Over the past seven years we have championed activities that bring visitors and residents of New Bern to Downtown for positive, family friendly activities the whole community can share.

Presented by the Downtown Council of the New Bern Area Chamber of Commerce

\$5,000 - PAPA BEAR SPONSOR

- Sponsor recognition in a minimum of \$10,000 of promotional ads running on TV
- Sponsor recognition in promotional print ads (with logo) and in a minimum of \$8,000 of radio advertising
- Sponsor recognition on signage in Bear Plaza throughout the Beary Merry Christmas season
- Sponsor representation on bearymerrychristmas.com including logo placement on homepage
- Sponsor recognition on social media platforms including Facebook, Twitter, & Instagram includes 5 business promotion (to be provided by sponsor)
- Logo placement on event promotion signage
- Verbal sponsor recognition during sponsored events
- Option of sign placement at event venue during event (Sponsor is responsible for providing signage)
- The option to donate prizes to be used for contests
- 1 Bernie and Santa Sighting at your place of business or sponsored event (these sightings must be coordinated in advance to ensure availability)
- Option to place table or tent at event to promote business products and/or services
- Option to coordinate volunteers to work at the event and wear attire with sponsored logo
- Downloadable sponsor badge for your own website
- 30 VIP passes for Sledding Shopping Sunday, December 9, 2018
- 10 free photos with Santa



\$2,500 - REINDEER SPONSOR

- Sponsor recognition on signage in Bear Plaza throughout the Beary Merry Christmas season
- Sponsor representation on bearymerrychristmas.com including logo placement on homepage
- Event sponsor recognition on social media platforms including Facebook, Twitter, & Instagram includes 3 business promotion (to be provided by sponsor)
- Logo placement on event promotion signage
- Verbal sponsor recognition during sponsored events
- Option of sign placement at event venue during event (Sponsor is responsible for providing signage)
- The option to donate prizes to be used for contests throughout the season as means of increasing store traffic and brand recognition
- 1 Bernie or Santa Sighting at your place of business or sponsored event (these sightings must be coordinated in advance to ensure availability)
- Option to place table or tent at event to promote business products and/or services
- Option to coordinate volunteers to work at the event and wear attire with sponsored logo
- Downloadable sponsor badge for your own website
- 15 VIP passes for Sledding Shopping Sunday, December 9, 2018
- 5 free photos with Santa

Did you know?

Over the past 7 years, more than 15,000 photos have been taken in Santa's Downtown New Bern's tiny house?

\$1,000 - WONDERLAND SPONSOR

- Sponsor recognition on signage in Bear Plaza throughout the Beary Merry Christmas season
- Sponsor representation on bearymerrychristmas.com
- Sponsor recognition on social media platforms, includes 2 business promotions (to be provided by sponsor)
- Option to donate prizes to be used for contests throughout the season as means of increasing store traffic and brand recognition
- Downloadable sponsor badge for your own website
- 10 VIP passes for Sledding Shopping Sunday, December 9, 2018
- 3 free photo with Santa.

\$750 - SANTA SPONSOR

- Sponsor recognition on signage in Bear Plaza throughout the Beary Merry Christmas season
- Sponsor representation on bearymerrychristmas.com
- Sponsor recognition on social media platforms, includes 1 business promotion (to be provided by sponsor)
- Option to donate prizes to be used for contests throughout the season as means of increasing store traffic and brand recognition
- Downloadable sponsor badge for your own website
- 8 VIP passes for Sledding Shopping Sunday, December 9, 2018
- 2 free photo with Santa.

\$500 - ELF SPONSOR

- Sponsor recognition on signage in Bear Plaza throughout the Beary Merry Christmas season
- Sponsor representation on bearymerrychristmas.com
- Sponsor recognition on social media platforms, includes 1 business promotion (to be provided by sponsor)
- Option to donate prizes to be used for contests throughout the season as means of increasing store traffic and brand recognition
- Downloadable sponsor badge for your own website
- 5 VIP passes for Sledding Shopping Sunday, December 9, 2018
- 2 free photo with Santa.

\$250 - BERNIE BEAR SPONSOR

- Sponsor recognition on signage in Bear Plaza throughout the Beary Merry Christmas season
- Sponsor representation on bearymerrychristmas.com
- Sponsor recognition on social media platforms, includes 1 business promotion (to be provided by sponsor)
- Option to donate prizes to be used for contests throughout the season as means of increasing store traffic and brand recognition
- Downloadable sponsor badge for your own website
- 2 VIP passes for Sledding Shopping Sunday, December 9, 2018
- 1 free photo with Santa.



BEARY MERRY CHRISTMAS REPLY FORM AND INFORMATION

Yes! I want to support Beary Merry Christmas.

Please accept my financial commitment at the following level:

_____ \$ 5,000 Papa Bear Sponsor

_____ \$ 750 Santa Sponsor

_____ \$ 2,500 Reindeer Sponsor

_____ \$ 500 Elf Sponsor

_____ \$ 1,000 Wonderland Sponsor

_____ \$ 250 Bernie Bear Sponsor

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

_____ I have enclosed a check in the amount of \$ _____ payable to: **New Bern Chamber of Commerce**

_____ Please invoice me. I understand that agreement is due no later than October 5, 2018 to be included on printed materials and payment by November 15, 2018.

Thank you for your support and interest in Beary Merry Christmas! Mark your calendar for these events and help us promote them to your friends and fans!

Submit sponsor reply form to:
Beary Merry Christmas
c/o Downtown Council
New Bern Area Chamber of Commerce
PO Drawer C
New Bern, NC 28563

Scan and email to: info@bearymerrychristmas.com

Please respond no later than October 5, 2018 to ensure placement in key marketing opportunities.
Contact Amanda Banks at 252-671-1196 for more information.