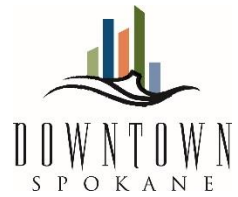


Downtown Spokane 2018 Holidays



The magic of the holiday season would not be complete without a trip downtown. From shopping and carolers, to lights and displays, downtown has all the sights, smells and Santas you need to create a lifetime memories. Each year Downtown Spokane adopts a holiday theme to engage locals and visitors alike with activities for the entire family. You are invited to participate in the spirit of the season by joining with Downtown Spokane in the presentation of holiday activities.

Sponsorship Opportunities

Downtown Spokane offers a variety of sponsorship opportunities to meet sponsor needs. Custom packages are also available.

All sponsorships include the following

- Advertisement in *The Pacific Northwest Inlander* Downtown Holiday Magazine. Printed and distributed mid-November at all Inlander locations with an additional 30,000 copies available to sponsors. See Sponsorship for ad size.
- Sponsor mention in bi-weekly radio ads featured on all stations (125+ spots per month for a total of 250+ spots during November/December).
- Recognition in full page seasonal advertisement through *Spokane7* in November.
- Recognition in seasonal advertisements through *Kids Newspaper* distributed to 95,000 households in November and December
- Sponsor mentioned with Holiday activities in all news releases.
- Downtownspokane.org web site (120,000+ annual visitors) will include banner ad and/or logo with link on Holiday pages (7,000+ page views).
- Mentions on all Downtown Spokane Holiday new media outreach including; Facebook, Twitter, Instagram and downtown online Event Calendar.
- Sponsor name and/or logo with link featured with Holiday activities in bi-weekly Downtown e-newsletters e-mailed out to over 2,500 businesses and supporters throughout November/December.
- Sponsor logo to appear on appropriate event materials including banners, posters, postcards, schedules, etc.

Additional opportunities

- Permission marketing opportunities available at selected holiday event.
- Opportunity to participate in giveaways with media partners: radio stations, print, or broadcast.

Grand Lighting Kick-off | \$5,000

Presenting sponsor retains first right of refusal

Light up the holidays in downtown Spokane. We're ringing in the season in style with live music, family friendly activities, lots of cocoa and the big man himself!

2018 Date

- November 23, 2018. 4 to 6:30pm.

Naming (presenting sponsor only)

- Holiday Grand Lighting Kick-off presented by <Sponsor> and the Downtown Spokane Business Improvement District

Fulfillment specifics

- Banner or sandwich board prominently displayed on-site with activation.
- Stage recognition by MCs
- Logo inclusion on all seasonal promotions

Stage Sponsor | \$2,500

From live music and sing-along carols, to the lighting countdown this is your stage to welcome in the holidays!

Activities Sponsor | \$1,000

Under the tent is a lot of fun for the family. Engage with kids of all ages as they create theme-specific holiday crafts. This is a volunteer heavy sponsorship, sponsor is requested to provide a minimum of 6 volunteers during event.

Hot Coco Sponsor | \$1,000

It's cold outside! Join Ben N Jerry's in handing out gourmet cocoa for up to 1,000 individuals.

Santa Sponsor | \$1,000

Santa wouldn't miss this wonderful photo opportunity. Host The Spokane Fire Fighters Union Santa and Mrs. Clause as they delight children in a custom built photo booth.

Holiday Sights

Riverfront Christmas Tree | \$9,000 (or in-kind)

Located at the intersection of Spokane Falls Blvd and Wall Street adjacent to the Skate Ribbon in Riverfront Park, this 60 foot Spruce has represented Spokane holiday spirit since it was first lit in 1978. Help delight downtown visitors, skaters, and revelers by warming the night with light and whimsy. Sponsorship covers the purchase, instillation and removal of 2,000 multi-colored lights.

2018 Dates

November 23 – January 2

Naming

- Tree lights courtesy of <Sponsor>

Fulfillment specifics

- Banner or sandwich board prominently displayed on site with tree.
- Logo inclusion on all seasonal promotions

Rotary Fountain | \$1,500 (or in-kind)

Located at the intersection of Spokane Falls Blvd and Howard Street the Rotary Fountain serves as an iconic entrance to Riverfront Park. Starting with the holiday season in 2013, downtown Spokane has lit the fountain with a barrage of cool white lights to highlight the design of iconic Spokane artist, Harold Balazs. Sponsorship covers the instillation and removal of 3,000 cool white and blue colored lights.

2018 Dates

November 23 – January 2

Naming

- Rotary Fountain lights courtesy of <Sponsor>

Fulfillment specifics

- Banner or sandwich board prominently displayed on site with fountain.
- Logo inclusion on all seasonal promotions

Historic Window Displays and Contest | \$3,000

Found in the basement of the Crescent building, and in the hearts of Spokane citizens, in 2017, downtown Spokane staff were able to resurrect a piece of history by bringing back a portion of the classic Crescent Department Store Christmas window displays. In 2018, the available displays will be fully restored and displayed in the windows of the Davenport Grand Hotel along Main Ave. Help bring these displays back to life and inspire the downtown community to explore new creative ideas with a window display contest.

2018 Dates

December 1 – January 2

Naming

- Naming: Classic Crescent Window Displays presented by Downtown Spokane, The Crescent, The Davenport Hotel Collection and Spokane Arts, with help from <Sponsor>
- <Sponsor> Downtown Holiday Window Display Contest

Additional funding, both in-kind and cash, will be needed to fully restore existing displays.

Fulfillment specifics

- Signage prominently displayed on site with displays.
- Logo inclusion on all seasonal promotions

Winterfest holiday light show | Sponsor packages available upon request

Holiday Horse and Carriage Rides | \$5,000

Sponsor retains first right of refusal

The Horse and Carriage Rides were instituted in Spokane in 1997 and are an iconic tradition in Downtown. Rides are provided free to the public and are a unique opportunity to experience Spokane from the vantage of a horse-drawn carriage. Riders are picked up on Wall in-between Spokane Falls Blvd and Main and take various routes through Downtown. Horse and Carriage Rides bring the community together for a shared experience and foster an appreciation for a vibrant downtown.

Rides begin on the day after Thanksgiving and continue each weekend through the Holiday season with a special ride on Christmas Eve.

2018 Dates

- November: 23, 24, 25, 30 December: 1, 2, 7, 8, 9, 14, 15, 21, 22, 23, 24
- 3-8 pm Fridays Noon-5pm Saturday and Sundays Noon-3pm Christmas Eve

Naming

- Holiday Horse and Carriage Rides presented by <Sponsor> and the Downtown Spokane Business Improvement District

Fulfillment specifics

- Quarter Page Holiday Magazine Ad
 - Downtown Spokane assumes responsibility for print and promotional collateral including: Program design-print and online, printing of rack cards, posters, carriage branding, banners and sandwich boards.
-

Holiday Scavenger Hunt | \$1,500

Sponsor retains first right of refusal

Kids 12 and under, use their Passport to locate a hidden elf inside 25 different downtown locations. When each elf is located, their passport is stamped by a location employees. Once ten stamps are collected, Passport can be delivered to Auntie's Bookstore or the Concierge Desk at River Park Square. Each Passport will be automatically entered into the grand prize drawing for one of three family prize packs.

2018 Dates

- November 23 – December 17

Naming

- Find Santa's Elf Scavenger Hunt presented by <Sponsor>

Fulfillment specifics

- Logo prominently displayed on all entries and promotional materials.
 - Opportunity to display prize packages and draw winning names.
-

Kids VIP Elf Party | \$5,000

Sponsor retains first right of refusal

2018 Date

- December 16, 2018

Naming

- Kids VIP Elf Party presented by <Sponsor> and the Downtown Spokane Business Improvement District

Fulfillment specifics

- Logo prominently displayed on all entries and promotional materials.
- Opportunity to display prize packages and draw winning names.