

EASTON WINTER Village

PRESENTED BY Lehigh Valley Health Network

First launched in 2020 to bring the community together in a safe, outdoor setting, the **WINTER VILLAGE** in Historic Easton offers plenty of retail and food huts, an ice-skating rink, live entertainment, and shopping at our great downtown retailers! We'll welcome **20,000 guests** to the Village throughout the season PLUS our long beloved Easton tradition continues as **7,000 community members** gather to celebrate the annual lighting of the **PEACE CANDLE LIGHTING** on Saturday, November 25th.

	SPONSORSHIP PACKAGES			
BENEFITS	PREMIER	SUPPORTING	COMMUNITY	FRIEND OF FROSTY
Presenting Attraction (logo on or at entrance)	Music Stage, Warming Tent, Photos with Santa	Carriage Rides, Ice Carving, Chain Saw Carving	Vendor Hut, Breakfast with Santa (PCL)	
Logo on Ice Rink Dasher Board	two	one	one	one
Logo on Marketing Materials				
Event Program/Map	½ Page	¼ Page	logo	text
Vendor Hut	10 event days	5 event days		
Live Plugs (PCL Ceremony)	two +stage time	one +stage time	one	
Social Media Posts	eight	four	two	
Eblasts Logo & Link				text
Website Logo & Link				
Event Ticketing Website Logo				
Event Tickets (Breakfast with Santa)	eight reserved	six reserved	four reserved	
Presale Ticket Ordering (Carriage Rides, Breakfast with Santa)	four	two	two	
Net Annual Investment	\$10,000	\$5,000	\$2,500	\$750
Commitment Deadline	Friday, September 16, 2023			