



2022 Sponsorship Packages

Main Street Hanford, in partnership with the City of Hanford, is looking forward to hosting our 2nd Annual Winter Wonderland Holiday Celebration. Winter Wonderland will start on November 19th, 2022 and conclude on January 8, 2023. This event will feature a real ice rink, holiday music, light show, food vendors and other fun activities. On Friday nights guests can enjoy; entertainment, a full bar, and of course Santa himself. This is a regional event and will be marketed throughout the Central Valley via radio, social media and print advertisement. Main Street Hanford is looking for community sponsors for Winter Wonderland, please see below a variety of sponsorship packages.

Winter Wonderland Premier Sponsorship - \$7,500

- Sponsor logo will be displayed on the dasher board of the ice rink approximately 30 feet by 4 feet tall
- Sponsor will be recognized on printed advertisements and publication for the event
- Sponsor's logo and hyperlink will appear on the Winter Wonderland website page
- Sponsor will be announced throughout the event
- Sponsor will be included in social media blasts regarding the event through name recognition, tags and hashtags.
- Sponsor will be mentioned in radio advertisements throughout the nine weeks of the event (We will have over 1,000 spots over the nine weeks).
- Logo will appear on event banners
- One - 4' x 4' banner to be placed in a visible location at the event
- Booth space at event.
- Sponsor will receive 100 complementary ice-skating tickets
- Sponsor will have one-time exclusive use of the ice-rink (two hours) during non-operational times and includes reservation the North Pole Lounge (outdoor private lounge)
- Sponsor will receive private bar services during their reservation of the North Pole Lounge (for approximately 50 people)

Santa Sponsorship - \$5,000

- Sponsor will be recognized on printed advertisements and publication for the event
- Sponsor's logo and hyperlink will appear on the Winter Wonderland website page

- Sponsor will be announced throughout the event
- Sponsor will be included in social media blasts regarding the event through name recognition, tags and hashtags.
- Sponsor will be mentioned in radio advertisements throughout the nine weeks of the event (We will have over 1,000 spots over the nine weeks).
- Logo will appear on event banners
- One - 4' x 4' banner to be placed in a prime location at the event
- Booth space at event.
- Sponsor will receive 100 complementary ice-skating tickets
- Sponsor will have one-time exclusive use of the ice-rink (two hours) during non-operational times and includes reservation the North Pole Lounge (outdoor private lounge)

Reindeer Sponsorship - \$2,500

- Sponsor's logo and hyperlink will appear on the Winter Wonderland website
- Sponsor will be announced throughout the event
- Sponsor will be included in all social media blasts regarding the event, through name recognitions, tags and hashtags.
- Sponsor will be mentioned in radio advertisements throughout the nine weeks of the event (We will have over 500 spots over the nine weeks).
- Business Partner will receive 50 complementary ice-skating tickets
- One - 4' x 4' banner to be placed in a prime location at the event

Snowman Sponsorship - \$1,000

- Sponsor's logo and hyperlink will appear on the Winter Wonderland website
- One - 4' x 4' banner to be placed in a visible location at the event
- Sponsor will be announced during the event
- Sponsor will receive 10 complimentary tickets

Elf Sponsorship - \$350

- One - 4' x 4' banner to be placed in a visible location at the event

Please fill out the form below if you interested in becoming a sponsor.

Company Name:

Contact Person:

Address:

Phone:

Email:

I would like to become a sponsor at the level indicated below (Check One):

Winter Wonderland Premier Sponsor

Santa Sponsor

Reindeer Sponsor

Elf Sponsor

Please make check's payable to:

Main Street Hanford
219 W. Lacey Blvd.
Hanford, CA 93230