



Thursday to Sunday
December 1 to 4, 2011
 Kitchener City Hall
 Kitchener ON Canada
 (519) 741-2387

A Festival of German Christmas

WEBSITE
 ChristkindlCanada.com
 30,000 online visitors/year

EMAIL NEWSLETTERS
 4,500 Subscribers X 4 Issues

NEWSPAPER ADS
 500,000 Readers

COLOUR BROCHURES
 80,000 distributed May to November

BANNERS
 35,000 Event Visitors

PARADES
 Oktoberfest & Santa Claus

CONTEST
 WIN Trip for 2 to Germany



Contest raises over \$4,000 for:
 Children's Wish Foundation

Support:
 Concordia German Language School

70+ VENDORS
 Promote the Event Year-round

Christkindl Market 2011 Sponsorship Opportunities

Our sponsorship opportunities are designed to provide sponsors with year-round exposure at Canada's Original Christkindl Market in Kitchener, Ontario. We are seeking an Event Sponsor and Sponsors at the Platinum, Gold and Silver levels. We also offer a number of opportunities for exposure at key areas throughout this unique event.



WHO ATTENDS?

Each year over 35,000 visitors attend Christkindl Market. Families from the surrounding area make up the largest group. Bus Tours are also very popular. About 30% of the visitors are from at least an hour away. Hundreds visit from other provinces, come from neighbouring states in U.S. and other countries around the world.



LEVELS OF SUPPORT: EVENT SPONSOR\$25,000

*Logo added to ALL Event Advertising and Communications (except PSA).
Outdoor and indoor Banners. (Plus complete Platinum listing. See reverse.)*



PLATINUM SPONSORup to \$20,000

*Logo and link on all email Newsletters, on Advertising, Website Links,
Posters. (Plus complete Gold and Silver listing. See below.)*



GOLD SPONSOR\$10,000

Logo on Newspaper Advertising, Onstage Banner. (Plus Silver listing. See below.)



SILVER SPONSOR\$5,000

*Website Listing, Brochure Listing, On-site Sponsor Plaque,
Recognition at official Opening and Closing Ceremonies. Sponsor Gift.*



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friends, food & festivities



Parade Float Sponsorship



Christmas Tree on the Square



UNIQUE SPONSORSHIP OPPORTUNITIES

	\$
Parades – <i>Oktoberfest (in October) and Santa Claus (in November)</i>	3,500
Brochures – <i>85,000 Copies Distributed from May to December</i>	SOLD 10,000
Shopping Bags – <i>20,000 Bags Supplied to Vendors</i>	SOLD 5,000
Tannenbaum/Christmas Tree – <i>on the Square for about 5 Weeks</i>	2,500
Kinderecke – <i>Children's Crafts and Activities Centre</i>	2,000
Candlelight Procession – <i>From Victoria Park Gate to Opening Ceremonies...</i>	2,000
Live Nativity – <i>Mary, Joseph, Animals, Feed, Bedding and Displays</i>	2,000
Garden Railway Display – <i>Fun for Children of all Ages</i>	1,000
Puppet Show – <i>A Family Favorite</i>	500
Organ Grinder, Knecht Ruprecht & Blacksmith	500 ea.
Individual Gift (<i>cash or in-kind</i>)	500

We invite sponsorship ideas, such as Product Sampling, Workshops, etc.

Kinderecke (Craft Centre)



Live Nativity



Garden Railway



Event Brochure and Website Listing as well as Sponsor Recognition during the Event.