

# Christkindl Market in Kitchener

21<sup>st</sup> Annual

Thursday to Sunday, December 7 to 10, 2017

## SPONSORSHIP OPPORTUNITIES



### ABOUT OUR 4-DAY FESTIVAL

*Relive a centuries-old tradition. Experience all the sights sounds and tastes of our festival of German Christmas. Enjoy 30 performances by bands, choirs and dancegroups, see the trains, meet the folkloric characters, blacksmiths and the organ grinder. Build a wooden toy. Shop over 100 food and gift vendors in outdoor huts and indoors. All are welcome and admission is always free!*



### ABOUT OUR VISITORS

*40,000 visitors attend, including families from the surrounding area. About 30% of visitors come from at least an hour away. Some visit from other provinces and others are from the U.S. and other countries around the world. roups and bus tours are also very popular.*



December 7 to 10, 2017  
Kitchener City Hall

**A Festival  
of German  
Christmas**



WEBSITE [christkindl.ca](http://christkindl.ca)  
132,000 Page Views  
3,800 Facebook Likes  
#ChristkindlCA  
725 Twitter Followers  
4,000 YouTube Views of Videos

EMAIL NEWSLETTERS  
4,000 Subscribers X 4 Issues

NEWSPAPER ADS  
Community & Daily

COLOUR BROCHURES  
40,000 July - December

PARADES  
Oktoberfest & Santa Claus

100+ VENDORS &  
30 ENTERTAINERS  
Promote our Event Year-round

*In partnership with:*

KITC # ENER  
E V E N T S



# Christkindl Market in Kitchener

## SPONSORSHIP OPPORTUNITIES

*Partner with Canada's original Christkindl Market  
a Top 100 festivals & events in Ontario.  
Sponsorships include online, offline and onsite recognition  
and customized benefits to meet your needs.*

### **PRESENTING SPONSOR** **\$25,000**

*Your logo is prominently displayed in all online & offline advertising & communications for the event.*

### **CHRISTKINDL MARKET VILLAGE NAMING SPONSOR** **\$20,000**

*Your logo is prominently displayed in online & offline advertising & throughout the event's village.*

### **MAIN ENTERTAINMENT STAGE SPONSOR** **\$10,000**

*Your logo is prominently displayed on the entertainment stage featuring over 30 live performances throughout the 4 day event.*

### **CANDLELIGHT PROCESSION & OPENING CEREMONY SPONSOR** **\$5,000**

*Your logo is prominently displayed at the Opening Festivities including Candlelight Procession from Victoria Park to City Hall.*

### **CHILDREN'S WORKSHOP & KINDERECKE SPONSOR** **\$3,500**

*Your logo is prominently added to and/or your products are used during the Festival by families with young children.*

### **GARDEN RAILWAY TRAIN DISPLAY SPONSOR** **\$3,500**

*Your logo is prominently displayed in the Train Room which attracts over 25,000 visitors during the 4-day Festival.*

### **AMBASSADOR & VOLUNTEERS SPONSOR** **\$3,500**

*Your logo is prominently displayed on your volunteers' clothing.*

### **MEDIA SPONSOR** **in-kind**

*Your logo is displayed.*

### **OTHER SPONSORSHIP OPPORTUNITIES ON OUR "WISH LIST"**

Lighting on the main square	\$10,000
New parade float	\$6,000
Event paper shopping bags	\$6,000
New vendor huts	each hut \$5,000
Hut decorations	\$4,000
Christkindl mugs	with your name on them \$5,000
Draw - trip for two to Germany, etc	from \$4,000

*Individual gifts to support Christkindl Market are gratefully accepted and will be recognized from \$1,000  
Sampling opportunities onsite from \$500/day*



**December 7 to 10, 2017**

**Kitchener City Hall**  
200 King Street, West  
Kitchener ON Canada  
~ **Free Admission** ~  
info@christkindl.ca

## A Festival of German Christmas

*Proud partners:*



*and*



*German Language School  
Concordia (largest Saturday  
German School in NA)*

*In partnership with:*

**KITC #ENER  
EVENTS**

