

CHRISTMASVILLE™

DECEMBER 5-8, 2024

ROCK HILL, SC



SPONSOR BENEFITS



ChristmasVille offers a storybook setting filled with music, merriment, and wishes of good cheer. Bundle up friends and loved ones to enjoy the festival based on the whimsical artwork of Rock Hill's adopted son and renowned illustrator, Vernon Grant, the artist who created Kellogg's® Rice Krispies Snap!® Crackle!® Pop!®

This holiday season, Old Town Rock Hill will sparkle with the exciting, charming, and picturesque holiday village and outdoor art festival featuring more than 70 events including horse-drawn carriage rides, historic tours, strolling carolers, art, theater, dance, music, a gingerbread house contest, crafts, multiple Santa activities, and a REAL ice skating rink!

We hope to see you at ChristmasVille!

We are proud to be an award winning festival!

- GOLD Southeast Best New Event Award (Christmas Wishes) ('22)
- GOLD Southeast Diversity, Equity, and Inclusion Award (Sensory Santa) ('22)
- SILVER Southeast Best Sponsor Award (Arts Council of York County) ('22)
- BRONZE Southeast Best Merchandise (Sleeping giant Distillery) ('22)
- GOLD Southeast Best Merchandise (Knowledge Perk Coffee) ('20)
- GOLD SC Best Festival Guide ('20)
- GOLD Southeast Best Event Program ('19)
- BRONZE Southeast Best Festival ('19 Event)
- BRONZE Southeast Best TV ad ('19)
- BRONZE Southeast Best Sponsorship (Piedmont) ('19)
- GOLD Southeast Best Festival ('17 Event)
- SILVER Southeast Best Festival or Event Video ('17)
- BRONZE Southeast Best Social Media Marketing ('17)
- BRONZE Southeast Best Event Program ('17)
- SC Best Non-print Media ('16)
- NC Event of the Year ('11, '12, '14)
- NC and SC Volunteer of the Year- John Rinehart ('14)
- NC Director of the Year- Cathy Murphy ('14)
- SC Best Print Media ('07, '11, '12, '14, '15)
- SC Best Merchandise ('07, '10, '13, '14, '15)
- SC Best Non-Print Media- WRHI ('13)
- SC Associate of the Year- Arts Council of York County ('13)
- SC Volunteer/Year- D. McQuiston ('15), ML Norton ('12)
- NC Best Event Photo ('12)



OUR 2024 FESTIVAL THEME IS:

WONDERFUL, WHIMSICAL

Wishes



Board of Governors

- Andrew Vinson**, Arthur State Bank
- Allison Cleveland**, Visit York County
- Alice Davis**, Williams & Fudge
- Jillian Bingham**, Culture & Heritage Museums
- Andrea Cooper**, Comporium
- JP McFadden**, McFadden's
- Allan Miller**, OTS Media
- Kyle Neely**, Founders Federal Credit Union
- Angie Perry**, Greenleaf Education
- Brittany Pigford**, Winthrop University
- Lain Reavis**, Pinnacle Bank
- Tracey Reynolds**, Tracey Reynolds Attorney at Law
- Toy Rhea**, Gala Affairs
- Melanie Cooper**, Arts Council of York County
- Sarah Vining**, Hickory Post
- Elssy Carpenter**, City of Rock Hill Representative

Team Leaders

- Alice Hardin-Meeks
- Amanda Haskins
- Amanda Oakes
- Amanda Weber
- Amy Chitwood
- Andrea Barnette
- Ashley Lang
- Bella Bowden
- Bette Jean Janicke
- Brittani Rayfield
- Carol Newman
- Chloe Gill

- Christia Humburg
- Cindy Downing
- Colleen Coesens
- Cortney Peterson
- Dan Cox
- Diana Braunbeck
- Doug Hurst
- Drew Carter
- Elaine Norman
- Hope Prevette
- Jason Freeman
- Jenna Woods

- Jonathan Dawkins
- JP McFadden
- Lauren Butler
- Lisa Bzowski
- Lucas McFadden
- Mary Freeman
- Megan Madsen
- Meghan Caldwell
- Michelle Dawkins
- Natalie Hoekstra
- Robbie Compton
- Ron Russell

- Ryan Bridges
- Samantha Kriegshauser
- Sarah Lewis
- Sarah Vining
- Teresa Rector
- Tiffany Wimmer
- Tonya Janicke
- Trina Ricks

Board President

Justin Smith, Vinyet Architecture

Festival Chair

Maddie Ewing, Piedmont Medical Center

Festival Vice Chair

Faith Ramsey-Hill, Comporium

Executive Director

Gracie Waldrop

Festive Sponsor

\$15,000



Exclusivity

- First right of refusal for following festival year
- Customized value-added opportunities related to festival theme
- Multiple selected events (*up to \$15,000 value*)
- Premium ChristmasVille gift
- Single entry fee for Rock Hill Christmas Parade (subject to city policies)
- Licensing agreement to use ChristmasVille logo
- Designated area to interact with festival visitors

Visibility and Promotion

- Your logo & web link on festival homepage and sponsor page
- Your logo displayed on sponsor banner and back of volunteer shirt
- Your logo on select festival marketing collateral (brochure)
- Your name on Main Street street pole banner and select event signage
- Recognition posts on appropriate social media - 5
- Decorated walkway with branding opportunity and design input (limited)

Special Access

- **SANTA:** Scheduled Santa visit or personalized video greeting
- **SANTA:** Night Before ChristmasVille tickets - 6
- Parking passes - 6
- Opening Ceremony seating - 4
- Kick-off breakfast tickets - 6
- VIP Party tickets - 6
- Sponsor lounge access - 6
- Carriage ride - 6



Jolly Sponsor

\$10,000

Exclusivity

- First right of refusal for following festival year
- Customized value-added opportunities related to festival theme
- Multiple selected events (*up to \$10,000 value*)
- Premium ChristmasVille gift
- Single entry fee for Rock Hill Christmas Parade (subject to city policies)
- Licensing agreement to use ChristmasVille logo
- Designated area to interact with festival visitors

Visibility and Promotion

- Your logo & web link on festival homepage and sponsor page
- Your logo displayed on sponsor banner and back of volunteer shirt
- Your logo on select festival marketing collateral
- Your name on Main Street street pole banner and select event signage
- Recognition posts on appropriate social media - 4
- Decorated walkway with branding opportunity and design input (limited)

Special Access

- **SANTA:** Scheduled Santa visit or personalized video greeting
- **SANTA:** Night Before ChristmasVille tickets - 6
- Parking passes - 6
- Opening Ceremony seating - 4
- Kick-off breakfast tickets - 6
- VIP Party tickets - 6
- Sponsor lounge access - 6
- Carriage ride - 6

Merry + Bright

\$7,500



Exclusivity

- Customized value-added opportunities related to festival theme
- Selected event, if applicable
- Premium ChristmasVille gift
- Single entry fee for Rock Hill Christmas Parade (subject to city policies)
- Licensing agreement to use ChristmasVille logo

Visibility and Promotion

- Your logo & web link on festival homepage and sponsor page
- Your logo displayed on sponsor banner and back of volunteer shirt
- Your logo on select festival marketing collateral
- Your name on Main Street street pole banner and select event signage
- Recognition posts on appropriate social media - 2
- Decorated walkway with branding opportunity and design input (limited)

Special Access

- **SANTA:** Scheduled Santa visit or personalized video greeting
- **SANTA:** Night Before ChristmasVille tickets - 4
- Parking passes - 4
- Opening Ceremony seating - 4
- Kick-off breakfast tickets - 4
- VIP Party tickets - 4
- Sponsor lounge access - 4
- Carriage ride - 4



Vernon

\$5,000

Exclusivity

- Customized value-added opportunities related to festival theme
- Selected event, if applicable
- ChristmasVille gift
- Single entry fee for Rock Hill Christmas Parade (subject to city policies)
- Licensing agreement to use ChristmasVille logo

Visibility and Promotion

- Your logo & web link on festival homepage and sponsor page
- Your logo displayed on sponsor banner and back of volunteer shirt
- Your logo on select festival marketing collateral
- Your name on Main Street street pole banner and select event signage
- Recognition posts on appropriate social media - 1

Special Access

- **SANTA:** Scheduled Santa visit or personalized video greeting
- **SANTA:** Night Before ChristmasVille tickets - 2
- Parking passes - 2
- Opening Ceremony seating - 2
- Kick-off breakfast tickets - 2
- VIP Party tickets - 2
- Sponsor lounge access - 2
- Carriage ride - 4



Gnome

\$3,000

Exclusivity

- Customized value-added opportunities related to festival theme
- Selected event, if applicable
- ChristmasVille gift
- Licensing agreement to use ChristmasVille logo

Visibility and Promotion

- Your name & web link on sponsor page
- Your logo displayed on sponsor banner and back of volunteer shirt
- Your logo on select festival marketing collateral
- Your name on Old Town street pole banner and select event signage
- Recognition posts on appropriate social media - 1

Special Access

- **SANTA:** Night Before ChristmasVille tickets - 2
- Opening Ceremony seating - 2
- Kick-off breakfast tickets - 2
- VIP Party tickets - 2
- Sponsor lounge access - 2
- Carriage ride - 2



Jingle Bells \$2,000

Santa's Helper \$1,000

	Jingle Bells \$2,000	Santa's Helper \$1,000
Name and Link on Sponsor Page	●	●
Name on Sponsor + Street Pole Banner	●	●
Name on Select Event Signage	●	
Name on Select Festival Marketing Collateral	●	●
Customized Value-Added Opportunities		
One Recognition Post of Social Media	●	●
ChristmasVille Gift	●	●
Single Entry Fee to RH Christmas Parade *Subject to City Policies		
Licensing Agreement to use ChristmasVille Logo	●	●
ChristmasVille Collector Pins	2	2
Kick-Off Breakfast Tickets	2	2
VIP Party Tickets	2	2
Opening Ceremony Seating		
Sponsor Lounge Access	2	2
Carriage Ride	2	
SANTA: Night Before ChristmasVille tickets (2)	●	
Festival Collateral (Posters, Rack Cards)	●	●



Holly \$500



Tinsel \$250

Name and Link on Sponsor Page	●	●
Name on Old Town Street Pole Banner	●	
Name on Select Event Signage		
Name on Select Festival Marketing Collateral	●	
Customized Value-Added Opportunities		
Aggregate Recognition Post on Social Media	●	●
Exclusive ChristmasVille Gift		
Single Entry Fee to RH Christmas Parade *Subject to City Policies		
Licensing Agreement to use ChristmasVille Logo	●	●
ChristmasVille Collector Pins	2	2
Kick-Off Breakfast Tickets	2	2
VIP Party Tickets	2	2
Opening Ceremony Seating		
Sponsor Lounge Access	2	
Carriage Ride		
SANTA: Night Before ChristmasVille tickets		
Festival Collateral (Posters, Rack Cards)	●	●

CHRISTMASVILLE™

To apply to be a sponsor, please scan the QR code or visit the ChristmasVille website!



QUESTIONS?

Gracie Waldrop, Executive Director | ExecutiveDirector@ChristmasVilleRockHill.com

