

Holiday Market 2021 Sponsorship Packages

PRESENTING SPONSOR

\$20,000 (1 AVAILABLE)

- Full Page color ad in HM program
- Opportunity to provide marketing materials in the HM & Preview Party shopping bags
- 2 Pre & 2 Post event Social Media Spotlights
- Logo recognition on signage & print materials
- Continuous Scrolling Recognition on Media Board at Preview Party & HM Shopping Days
- 10 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 20 HM general admission tickets
- Recognition during Preview Party & all HM Shopping days
- Logo recognition on JLTW website from date commitment form received until December 1, 2021

MARKET SHOPPING BAGS UNDERWRITER

\$12,000 (1 AVAILABLE)

- Name or logo printed on HM shopping bags
- 2 Social Media Spotlights
- 6 invitations to VIP Event & Preview Party
- 10 HM general admission tickets
- Recognition during Preview Party & all HM Shopping days
- Full Page Ad in HM Program
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

GENERAL ADMISSION TICKET UNDERWRITER

\$7500 (1 AVAILABLE)

- Advertisement on back of all HM general admission tickets, 80# Gloss Cover, 3x8
- Logo displayed on JL website for online tickets
- Exclusive logo placement alongside JL logo, on "step & repeat" photo background
- 2 Social Media Spotlights
- 4 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 10 HM general admission tickets
- Recognition during Preview Party & all HM Shopping days
- Full Page Ad in HM Program
- Logo recognition on JLTW website from date commitment form received until December 1, 2021

HOLIDAY MARKET PROGRAM UNDERWRITER

\$5500 (1 AVAILABLE)

- Opportunity to include marketing materials in the HM shopping bag
- Recognition on each page of the HM Program
- Half Page Ad in HM Program
- 4 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 10 HM general admission tickets
- Recognition during Preview Party & all HM Shopping days
- 1 Social Media Spotlight
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

OPENING NIGHT SPONSOR

\$5000 (1 AVAILABLE)

- Name or logo on stage at Preview Party
- Opportunity to provide 1000 shopping bags for use by Preview Party attendees
- Logo or name printed on VIP bracelet worn at VIP Event & Preview Party by up to 200 attendees
- 1 Social Media Spotlight
- 4 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 10 HM general admission tickets
- Recognition during Preview Party & all HM Shopping days
- Half Page Ad in HM Program
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

VIP ENTRANCE UNDERWRITER

\$5000 (1 AVAILABLE)

- 3 Exclusively designed stickers or signs with name or logo leading up to VIP Entrance
- Name or logo displayed by velvet rope stanchions where tickets are accepted
- 4 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 10 HM general admission tickets
- Half Page Ad in HM Program
- 1 Social Media Spotlight
- Recognition during Preview Party & all HM Shopping days
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

SIGNATURE COCKTAIL UNDERWRITER

\$5000 (1 AVAILABLE)

- Name or logo on signature cocktail cup for VIP Event, Preview Party & all HM Shopping Days
- Name or Logo displayed on signage by VIP Bars during VIP Event & main HM Bar during Preview Party & all HM Shopping Days
- 1 Social Media Spotlight
- 4 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 10 HM General Admission Tickets
- Recognition during Preview Party & all HM Shopping days
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VIP SWAG BAGS UNDERWRITER

\$5000 (1 AVAILABLE)



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- Opportunity to provide bags & promotional items with name or logo for VIP event
- 4 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 10 HM general admission tickets
- Half Page Ad in HM Program
- Recognition during Preview Party & all HM Shopping days
- 1 Social Media Spotlight
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

PHOTOS WITH SANTA UNDERWRITER

\$5000 (1 AVAILABLE)

- Name or logo displayed at Santa station
- Name or logo printed on photo package
- 4 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 10 HM general admission tickets
- Half Page Ad in HM Program
- Recognition during Preview Party & all HM Shopping days
- 1 Social Media Spotlight
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

INFORMATION BOOTH UNDERWRITER

\$3500 (1 AVAILABLE)

- Name or Logo displayed on both sides of market information booth located in the center of event arena
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Quarter Page Ad in HM Program
- Recognition during Preview Party & all HM Shopping days
- Social Media Recognition
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

DÉCOR UNDERWRITER

\$3500 (2 AVAILABLE)

- Name or logo displayed by main décor focus at center stage.
- Quarter Page Ad in HM program
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Recognition during Preview Party & all HM Shopping days
- Social Media Recognition
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

PREVIEW PARTY TICKET UNDERWRITER

\$3500 (1 AVAILABLE)

- Name or logo printed on all Preview Party Tickets, 80# Gloss Cover, 2.5x5 (1000 tickets printed)
- Logo displayed on JL website for online tickets
- 1 Social Media Spotlight
- Quarter Page Ad in HM Program
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Recognition during Preview Party & all HM Shopping days
- Logo recognition on JLTW website from date commitment form received until December 1, 2021

EVENT PROP UNDERWRITER

\$3500 (2 AVAILABLE)

- Name or logo displayed by event prop specific to HM theme
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Quarter Page Ad in HM Program
- Recognition during Preview Party & all HM Shopping days
- Social Media Recognition
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

PREVIEW PARTY VALET UNDERWRITER

\$2500 (1 AVAILABLE)

- Name or Logo displayed on signage by valet stand at Preview Party
- Opportunity to include marketing materials in valet-parked vehicles
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Quarter Page Ad in HM Program
- Recognition during Preview Party & all HM Shopping days
- Social Media Recognition
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

EVENT T-SHIRT UNDERWRITER

\$2500 (4 AVAILABLE)

- Name or Logo displayed on back of all HM T-shirts worn by all HM volunteers
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Quarter Page Ad in HM Program
- Recognition during Preview Party & all HM Shopping days
- Social Media Recognition
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MERCHANT HOSPITALITY UNDERWRITER

\$2500 (3 AVAILABLE)

- Name or Logo displayed in Merchant Hospitality Room

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HM MERCHANT ACCESS PASS UNDERWRITER

\$2500 (1 AVAILABLE)

- Name or logo on all merchant/vendor lanyards designed by JL or the opportunity to provide customized lanyards to be distributed
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Quarter Page Ad in HM Program
- Recognition during Preview Party & all HM Shopping days
- Social Media Recognition
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STROLLER UNDERWRITER

\$2500 (1 AVAILABLE)

- Name or logo displayed at HM stroller check
- Name or logo displayed on stroller tags
- Opportunity to provide marketing materials at stroller check.
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Quarter Page Ad in HM Program
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- Social Media Recognition
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AISLE SIGN UNDERWRITER

\$2500 (2 AVAILABLE)

- Aisle signs with name or logo on every other aisle in HM
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Quarter Page Ad in HM Program
- Recognition during Preview Party & all HM Shopping days
- Social Media Recognition
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

FLOOR DECAL UNDERWRITER

\$2500 (1-SOLD; 1 AVAILABLE)

- Floor Decal with name or logo on every other aisle in HM
- 2 invitations to VIP Event & Preview Party

- Early admission to Preview Party
- 8 HM general admission tickets
- Quarter Page Ad in HM program
- Recognition during Preview Party & all HM Shopping days
- Social Media Recognition
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

COMMITTEE HOLIDAY SPIRIT UNDERWRITER

\$2500 (1 AVAILABLE)

- Metal pin-back button with name or logo attached to special aprons worn by JL Board Members & HM Volunteers (60)
- 2 invitations to VIP Event & Preview Party
- Early admission to Preview Party
- 8 HM general admission tickets
- Quarter Page Ad in HM Program
- Recognition during Preview Party & all HM Shopping days
- Social Media Recognition
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

SANTA'S SNACKS UNDERWRITER

\$1500 (4 AVAILABLE)

- Name or Logo displayed at Santa's Snacks display
- 6 HM general admission tickets
- Recognition during all HM Shopping days
- Social Media Recognition
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021

BAG CONTENT SPONSORS

\$500 (5-SOLD 5-AVAILABLE)

- Opportunity to provide marketing materials in the HM shopping bags
- 6 HM general admission tickets
- Recognition during all HM Shopping days
- Social Media Recognition
- Logo recognition on JLTW Website from date commitment form received until December 1, 2021



SOLD