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PRESENTED BY





# Holiday Express

transforms historic Pullen Park into a winter wonderland for families and children of all ages. Your sponsorship will place your corporate brand in front of more than 35,000 guests over a 17-day period this December.



## Sponsorship Levels AND Benefits

### **TRAIN or CAROUSEL (\$5,000)**

- 90 VIP tickets
- One or more 30-second (sponsor-produced) commercials or video messages on three screens in the park, repeating on loop every evening
- Thank you announcement/acknowledgment of sponsorship over PA every evening
- Corporate logo on large banner placed prominently near the sponsored attraction
- Listing in sponsor section of Holiday Express page on City of Raleigh website

### **SNOW GLOBE, LIGHTS or SANTA TENT (\$3,500)**

- 60 VIP tickets
- One or more 30-second (sponsor-produced) commercials or video messages on three screens in the park, repeating on loop every evening
- Thank you announcement/acknowledgment of sponsorship over PA every evening
- Corporate logo on large banner placed prominently near the sponsored attraction
- Listing in sponsor section of Holiday Express page on City of Raleigh website

### **RED SPONSOR (\$2,500)**

- 40 VIP tickets
- A 30-second (sponsor-produced) commercial or video message on three screens in the park, repeating on loop each evening
- Thank you announcement/acknowledgment of sponsorship over PA every evening
- Listing in sponsor section of Holiday Express page on City of Raleigh website

### **GREEN SPONSOR (\$1,000)**

- 15 VIP tickets
- A sponsor-provided company logo or written message will appear on three screens in the park, repeating on loop each evening
- Thank you announcement/acknowledgment of sponsorship over PA every evening
- Listing in sponsor section of Holiday Express page on City of Raleigh website

### **SANTA'S HELPER (\$500)**

- 7 VIP tickets
- A sponsor-provided company logo or written message will appear with other Santa's Helpers on three screens in the park, repeating on loop each evening
- One thank you announcement/acknowledgment of sponsorship over PA
- Listing in sponsor section of Holiday Express page on City of Raleigh website