

Downtown Carrollton Events

Downtown Carrollton has one of North Texas' quaintest and most inviting squares. There is no place that captures the flavor of Carrollton more than our amazing downtown. The Downtown Carrollton brand is growing and our award-winning site offers sponsors fantastic opportunities to connect with our sophisticated consumers. There is no better way to boost your brand image than partnering with Downtown Carrollton.

The wide array of event options produced by the City of Carrollton allows you to narrow your focus and reach the specific target market that is the best fit for your company. Thank you for your community support and partnership in our first-class events.

Movie on the Square Series

Sponsorship opportunities can be packaged seasonally or by individual movie.

Event Attendance: 1,200 and growing

Sponsorship Levels:

- Presenting Sponsor: \$5,000 (one opportunity available)
- Supporting Sponsor: \$1,000
- Contributing Sponsor: \$500
- Onsite Exhibitor: \$100+

Concert on the Square Series

Sponsorship opportunities can be packaged seasonally or by individual concert.

Event Attendance: 50-200 at each event

Sponsorship Levels:

- Presenting Sponsor: \$1,500 (one opportunity available)
- Supporting Sponsor: \$500
- Contributing Sponsor: \$200
- Onsite Exhibitor: \$100+

Various Festivals (does not include Festival at the Switchyard)

Sponsorship opportunities can be packaged seasonally or by individual festival.

Event Attendance: 1,000-5,000 at each event

Sponsorship Levels:

- Presenting Sponsor: \$5,000 (one opportunity available)
- Supporting Sponsor: \$2,500
- Contributing Sponsor: \$1,000
- Onsite Exhibitor: \$100+

Santa on the Square

Date: December

Event Attendance: 2,000

Sponsorship Levels:

- Presenting Sponsor: \$7,500 (one opportunity available)
- Pictures with Santa Sponsor: \$5,500
- Santa Dash 5K and Santa Chase Kid's Fun Run Sponsor: \$2,500+
- Activities Sponsor: \$500
- Onsite Exhibitor: \$100+



SPONSORSHIP LEVELS

		Presenting Sponsor	Supporting Sponsor	Contributing Sponsor	Onsite Exhibitor
DISTRIBUTION					
Logo Given Priority Placement at Event		•			
Exclusive presence on Photo Op/Booth		•			
Three Free Months of Digital Display Advertising in Recreation Facilities*	located in courts, both recreation centers and senior center	•			
Logo/Name on Online/Print Event Ads (as allowed)*		•			
Logo on City TV Station Ad*		•	•		
Logo/Name on City eNewsletter*	over 10K subscribers	•	•		
Live Mentions at Event		•	•		
Branded Signage at Event**		•	•		
City Social Media Mentions	over 6K followers	•	•		
Logo/Name on City Website*	55K-60K unique monthly views	•	•	•	
Logo/Name on Employee Evite*	over 800 employees	•	•	•	
Logo/Name on Downtown Website*	approximately 500 unique monthly views	•	•	•	
10x10 Booth Space with Signage**		•	•	•	
Logo/Name on Event Flyer/Poster*	displayed in City facilities and sponsor businesses	•	•	•	
News Release Inclusion	sent to 75 media partners	•	•	•	•
Downtown Social Media Mentions	over 2.5K followers	•	•	•	•

* Varies in size, quantity, and frequency according to sponsorship level.

** Sale or promotion of merchandise or services must be pre-approved by the City of Carrollton.



***Help provide community engagement and aid in the development of Downtown Carrollton today!
Thank you for your community support and partnership in our first-class events.***

For further information, email: DowntownEvents@cityofcarrollton.com