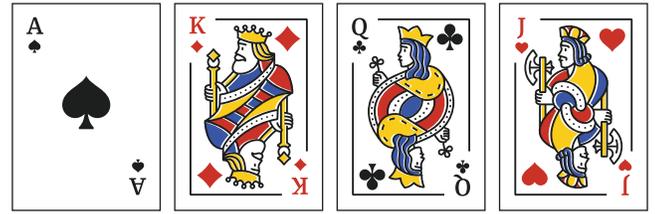


# Downtown Carrollton SPONSORSHIP OPPORTUNITIES



## 2020 Sponsor Levels



**TEXFest** • March 7  
Goal Attendance: 5,000+

**May the 4th Be  
With You** • May 4  
Goal Attendance: 2,500+

**World of Foodies**  
June 13  
Goal Attendance: 5,000+

**Paws on the Square**  
September 19  
Goal Attendance: 2,500+

**Ghost Town**  
October 24  
Goal Attendance: 2,500+

**Santa on the Square**  
December 5  
Goal Attendance: 2,500+

**Saturdays on the  
Square**  
2nd Saturdays  
Goal Attendance per  
Event: 150+

\$5,000      \$2,500      \$1,500      \$300

\$3,500      \$1,500      \$1,000      \$200

\$5,000      \$2,500      \$1,500      \$300

\$3,500      \$1,500      \$1,000      \$200

\$3,500      \$1,500      \$1,000      \$200

\$3,500      \$1,500      \$1,000      \$200

\$100

### Event Elements

- Exclusive Sponsor
- Logo Featured on Event Shirt\*\*
- Live Mentions\*
- 10X10 Booth Space\*\*

### Ads Targeting DFW and Beyond Prior to Event

- Logo/Name on Online & Print Event Ads\*\*

### City Distribution Elements Targeting Residents & Businesses in Surrounding Carrollton

- Logo/Name to be Placed on:  
Event Flyer & Poster\*\*
- Digital Display Ad in City Facilities\*
- City Cable Channel\*
- Event Webpage with Link\*
- Press Release Inclusion
- Social Media Mention on Downtown FB page\*

	Ace Sponsor	King Sponsor	Queen Sponsor	Jack Sponsor
Exclusive Sponsor	Yes	No	No	No
Logo Featured on Event Shirt**	Yes	Yes	No	No
Live Mentions*	Yes	Yes	Yes	No
10X10 Booth Space**	Yes	Yes	Yes	Yes
Logo/Name on Online & Print Event Ads**	Yes	Yes	No	No
Logo/Name to be Placed on: Event Flyer & Poster**	Yes	Yes	No	No
Digital Display Ad in City Facilities*	Yes	Yes	No	No
City Cable Channel*	Yes	Yes	Yes	No
Event Webpage with Link*	Yes	Yes	Yes	No
Press Release Inclusion	Yes	Yes	Yes	No
Social Media Mention on Downtown FB page*	Yes	Yes	Yes	Yes

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

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

† Not available for all events.