



Promotional Opportunities for YOU at "Santa's Landing!" Saturday December 2nd, 9am-1pm

As you may know, in Marblehead, Santa arrives by Lobster Boat to our Town Landing during the Marblehead Chamber of Commerce Christmas Walk.

What you may not know is that Santa is greeted by an estimated audience of **1500+ festive shoppers** comprised of local families and visitors! After a rousing performance by students of A Dancer's Dream, along with a pile of equally fabulous guest artists, all of the children in the audience are invited to greet Santa & Mrs. Claus as each and every child has the opportunity to share a special word with the magical couple. What does this mean for you and your company? **YOU can put your business/organization directly in front of &/or in the hands of these festive families.** Here's how!:

RESERVE BANNER PLACEMENT SPACE: Share in making this community event possible and benefit from premiere exposure in our staging area by hanging your business banner in front of the gathered Santa's Landing crowds throughout the day. Premium spaces are now available reserved on a first come, first served basis. Options include:

Super Star Sponsor = \$1000 [Principal Onstage Banner Placement, Booth Option, Media Representation]

Onstage Placement = \$500 Perimeter Placement = \$350

[Banners should not exceed 5 feet in length.]

STAGE YOUR BUSINESS: Once Santa has arrived and while the Christmas Walk parade gathers, **Live Performances** will continue **On Stage** at the Town Landing.

Our 24' X 32' stage can accommodate just about any kind of family-oriented performance or demonstration you may devise. Performance slots are reserved in advance on a *first come, first served* basis (see instructions on back page). Slots are reserved in ½ hour increments (includes your set-up & break-down) for a fee of \$500 which will help cover the stage rental expense. You may rent one, two or more increments – as available. Your time slot provides your business, group or organization the opportunity to be seen and enjoyed by a wide audience of festive town folk!

SPONSOR A PERFORMANCE: Sound interesting but feel your biz is not arts related?

YOU can sponsor a performance*! The same \$500 fee will place you as the sponsor for one 30 minute performance slot. You may either bring in a group of your choice OR, we can easily pair you with a group from our "available to sponsor" list below. Your company will receive exposure in pre-production print & media, be listed in on-site signage announcing the events of the day, and of course throughout your sponsored performance (you may bring/hang signage *during your time slot*). Who's available to be sponsored? *In The Makin'* (Step/Hip Hop Crew), MHS A Cappella (including *Luminescence & The Jewel Tones*), *Contemporarily Out of Order*, *Touche' Taps* and many more. *If your selected performance group becomes unavailable for any reason, we will match you with another equally fabulous group!

GET IN ON THE GOODIE BAGS: Once Santa has arrived and greeted our audience, each and every child will have the opportunity to share a special word & a photo op with the man with the bag. YOU can take advantage of Santa's visit and the opportunity to reach each family in attendance! We will be creating Goodie Bags to be distributed to the first 400 kids to visit Santa at **Santa's Landing**. Our goal is to stuff these goodie bags with loads of **premiums*** from YOU our local business and community members. Please see next page for simple instructions to have your business/organization represented in the Goodie Bags.

*premiums are items you have branded with your logo.

**Jump In Now to take advantage of these promotional opportunities!
Then, spread the word to all of your customers, neighbors & friends to join us at
Santa's Landing!**



STAGE YOUR BUSINESS

Yes, I would like to Reserve A Banner Placement Area at "Santa's Landing"! What do I need to do?

- 1) **Call or e-mail today** to insure you are a first responder!
- 2) **Mail or drop off** your sponsorship fee to A Dancer's Dream by Monday Nov. 6th [\$1000/Super Star, \$500/Onstage or \$350/Perimeter.]
- 3) **Prepare** your banner and drop it off at A Dancer's Dream by Monday Nov. 27th.

Yes, I have a performance idea *that my group can present* and I would like to reserve a slot on the "Santa's Landing" stage! What do I need to do?

- 1) **Call or e-mail today** so that we may put you on our list.
- 2) **Mail or drop off** your reservation fee of \$500 to A Dancer's Dream by Mon. Nov 6th.
- 3) **Plan** your performance!
- 4) **Prepare** signage so that you may hang it during your sponsored performance!

Yes, I would like to Sponsor an onstage performance at "Santa's Landing"! What do I need to do?

- 1) **Call or e-mail today** so that we may put you on our list.
- 2) **Determine** whether you have a group in mind that you would like to bring in OR if you would like us to pair you with a group on our list.
- 3) **Mail or drop off** your reservation fee of \$500 to A Dancer's Dream by Mon. Nov 6th.
- 4) **Prepare** signage so that you may hang it during your sponsored performance!

Please deliver your check made payable to:
A Dancer's Dream, 222 Beacon St. Marblehead.
No later than **MONDAY NOV. 6TH**



GOODIE BAGS

Yes, I would like my business/organization represented in the Goodie Bags! What do I need to do?

- 1) **Call or e-mail this week** (contact info below) to let us know that you wish to participate!
- 2) **Deliver** 400 inserts. IMPORTANT – inserts should be something playful & kid-friendly! We are *not* including coupons or biz cards so think like a kid & put your logo on something fun! (Some suggestions = Stickers, key chains, magnets, pens, coloring pages – basically, anything kids would enjoy that you can have imprinted with your logo!)
- 3) **Send** your \$25 participation fee (to cover the cost of the bags, candy canes and Christmas Walk Logo sticker labels).

Please deliver your 500 premiums and your \$25 check made payable to:
A Dancer's Dream, 222 Beacon St. Marblehead.
No later than **MONDAY NOV. 6TH**

Questions? Call or e-mail Beth 781-631-8978 director@adancersdream.net