

Sponsorship Opportunities

Platinum • \$9,500.00

- Full Page Ad in the Sugar Plum Market Program
 - Individual Press Photo and Press Release
- Recognition in all Press Releases, at Kick-Off Party, Preview Night, Sugar Plum Market Shopping Days, on Digital Media Board at Sugar Plum Market, and at FBJSL Meetings
- Company Logo and Website Link on Sugar Plum Market Website
- 2 Facebook Live social media opportunities – 1 Pre-Market and 1 during Market
 - Early Entry to Preview Night
- Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
- 14 Fairy Packs, 14 General Admission Tickets, 7 VIP Kick-Off Party Invitations

This package may be customized to fit your needs!

Extra Bling

Shopping Bag Bonus • \$500.00

Receive 2 General Admission tickets and reach nearly 10,000 shoppers by placing your printed promotional material in each shopper's bag!

Not to exceed 7,000 prints. Printed marketing material to be provided by Sponsor on or before Oct. 1st.

H2O - ToGo • \$650.00

Send an 8 oz. water bottle with your company name and logo on the label home in each Sugar Plum Market valeted vehicle. Additional company name and logo recognition at the Valet H²O – ToGo Stand.

Not to exceed 300 per package. Sponsor responsible for providing name and logo to Sponsor Chair on or before Sept. 1st to be printed. Water bottles will be provided and wrapped by FBJSL.

VIP Kick-Off Party, TBD
Preview Night, November 1, 2018
Market Days, November 2-3,
2018

Gold • \$5,000.00

- Half Page Ad in the Sugar Plum Market Program
- Recognition in all Press Releases, at Kick-Off Party, Preview Night, Sugar Plum Market Shopping Days, on Digital Media Board at Sugar Plum Market, and at FBJSL Meetings; Photo Opportunity
- Company Logo and Website Link on Sugar Plum Market Website
- 1 Facebook Live social media opportunity – 1 Pre-Market at your location OR 1 during Market
 - Early Entry to Preview Night
- Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
- 8 Fairy Packs, 8 General Admission Tickets, and 6 VIP Kick-Off Party Invitations

This package may be customized to fit your needs!

Each Fairy Pack includes 1 Preview Night Ticket (which may also be used for admission on the General Market days), 1 Drink Ticket, 1 General Raffle Ticket, and 1 Valet Pass.

Customized Sponsor Packages and Maximized Marketing Opportunities are available. Please contact Sponsors@sugarplummarket.com. If paying by credit card, a 4% transaction fee applies.

www.sugarplummarket.com

Silver • \$2,500.00

- Business Card Ad in the Sugar Plum Market Program
- Recognition in all Press Releases, at Kick-Off Party, Preview Night, Sugar Plum Market Shopping Days, on Digital Media Board at Sugar Plum Market, and on Sugar Plum Market Website
- Early Entry to Preview Night
- 6 Fairy Packs, 6 General Admission Tickets, 3 VIP Kick-Off Party Invitations

This package may be customized to fit your needs!

Bronze • \$1,500.00

- Recognition in Sugar Plum Market Program, at Kick-Off Party, Preview Night, Sugar Plum Market Shopping Days, on Digital Media Board at Sugar Plum Market, and on Sugar Plum Market Website
- Early Entry to Preview Night
- 4 Fairy Packs, 2 VIP Kick-Off Party Invitations

Benefactor • \$500.00

- Recognition in the Sugar Plum Market Program and the Sugar Plum Market Website
- Early Entry to Preview Night
- 2 Preview Night Tickets, 2 Drink Tickets, 2 Raffle Tickets, and 2 VIP Kick-Off Party Invitations

Trustee • \$300.00

- Recognition in the Sugar Plum Market Program and the Sugar Plum Market Website
- Early Entry to Preview Night
- 2 Preview Night Tickets

Sugar Plum Market Underwriting Opportunities

Publicity • \$10,000.00

- Full Page Ad in the Sugar Plum Market Program
- Company Logo and website Link on Sugar Plum Market website
- Recognition on paid advertisements stating, "This advertisement has been generously underwritten by 'XYZ' media underwriter company"
 - Camera-ready artwork for ads
- Opportunity to have magazines and marketing material placed in shopping bags Market Days—*Publicity Underwriter to provide marketing material*
- Recognition in all Press Releases, at Kick-Off Party, Preview Night, on Digital Media Boards, and at FBJSL Meetings
 - 3 Social Media Marketing blasts – Before, During, Post-Market
- 2 Facebook Live Social Media Opportunities – Before, During, or Post-Market
 - Early Access to Preview Night
- Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Complimentary Package Check
 - Invitation to Check Presentation
- 14 Fairy Packs, 14 General Admission Tickets, 7 VIP Kick-Off Party Invitations

One available. Underwriter to provide printed material to Sponsor Chair on or before Oct. 1st. This package may be customized to fit your needs!

*Sold
Sterling McCall
Nissan \$10,000.00*

Each Fairy Pack includes 1 Preview Night Ticket (which may also be used for admission on the General Market days), 1 Drink Ticket, 1 General Raffle Ticket, and 1 Valet Pass.

VIP Kick-Off Party, TBD Preview Night, November 1, 2018, Market Days, November 2-3, 2018

Preview Night • \$10,000.00

- Name and Logo presented in all Preview Night featured promotions
- Name and Logo banner supplied by Underwriter showcased at Preview Night
- Name and Logo on Preview Night Main Room Tables
- Company Logo and website Link on Sugar Plum Market website
 - Full Page Ad in the Sugar Plum Market Program
- 2 Facebook Live social media opportunities – 1 Pre-Market and 1 during Market
- Recognition in all Press Releases, at Kick-Off Party, Preview Night, on Digital Media Boards, and at FBJSL Meetings
 - Underwriter exclusive photo and press release
- 3 Social Media Marketing blasts – Before, During, and Post-Market
- Opportunity to provide 700 printed promotional materials no larger than 8.5x11 provided by Underwriter to go into Preview Night shopping bags
 - Early Entry to Preview Night
- Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
- 14 Fairy Packs, 14 General Admission Tickets, 7 VIP Kick-Off Party Invitations

One available. Underwriter to provide banner. Underwriter to provide printed material to Sponsor Chair on or before Oct. 1st. This package may be customized to fit your needs!

Media • \$7,500.00

- Full Page Ad in the Sugar Plum Market Program
- Company Logo and website Link on Sugar Plum Market website
- Recognition on paid advertisements stating, "This advertisement has been generously underwritten by 'XYZ' media underwriter company"
 - Camera-ready artwork for ads
- Table to distribute magazines and marketing material – Preview Night - *Media Underwriter to provide linens & material*
- Recognition in all Press Releases, at Kick-Off Party, Preview Night, on Digital Media Boards, and at FBJSL Meetings
- Choose 2 Social Media Marketing blasts – Before, During, or Post-Market
 - Early Access to Preview Night
- Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Complimentary Package Check
 - Invitation to Check Presentation
- 12 Fairy Packs, 12 General Admission Tickets, 6 VIP Kick-Off Party Invitations

One available. Underwriter to provide printed material to Sponsor Chair on or before Oct. 1st. This package may be customized to fit your needs!

Customized Underwriter Packages and Maximized Marketing Opportunities are available. Please contact Sponsors@sugarplummarket.com. If paying by credit card, a 4% transaction fee applies. www.sugarplummarket.com

Shopping Bag • \$7,500.00

- Name or Logo printed on Sugar Plum Market shopping bag
 - Full Page Ad in the Sugar Plum Market Program
 - Company Logo and website Link on Sugar Plum Market website
 - Full Page Ad in the Sugar Plum Market Program
 - Recognition in all Press Releases, at Kick-Off Party, Preview Night, on Digital Media Boards, Market shopping days, and at FBJSL Meetings
 - Name and Logo on Sugar Plum Market website
 - Choose 2 Social Media Marketing blasts – Before, During, or Post-Market
 - Opportunity to provide 4,000 printed marketing flyers or coupons no larger than 8.5x11 provided by Underwriter to be placed in Market shopping bags
 - Early Entry to Preview Night
 - Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
 - 12 Fairy Packs, 6 VIP Kick-Off Party Invitations
- One available. Underwriter to provide printed material to Sponsor Chair on or before Oct. 1st. This package may be customized to fit your needs!*

Preview Night Entertainment

\$3,500.00

- Name or Logo displayed in Entertainment Area
 - 2 Reserved High-Top Tables with Seating
 - Recognition in all Press Releases, at Kick-Off Party, Preview Night, on Digital Media Boards, and Sugar Plum Market website
 - Early Entry to Preview Night
 - Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
 - 7 Fairy Packs, 4 VIP Kick-Off Party Invitations
- One available.*

General Admission Ticket

\$4,000.00

- Name and/or Logo on all Sugar Plum General Admission tickets
 - Half Page Ad in the Sugar Plum Market Program
 - Recognition in all Press Releases, at Kick-Off Party, Preview Night, on Digital Media Boards, Market shopping days, Sugar Plum Market website, and at FBJSL Meetings
 - Choose 1 Social Media Marketing blast – Before, During, or Post-Market
 - Early Entry to Preview Night
 - Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
 - 8 Fairy Packs, 4 VIP Kick-Off Party Invitations
- One available.*

Preview Night Ticket • \$3,250.00

- Name and Logo printed on all Preview Night tickets
 - Quarter Page Ad in the Sugar Plum Market Program
 - Recognition in all Press Releases, at Kick-Off Party, Preview Night, Sugar Plum Market shopping days, on Digital Media Boards, and Sugar Plum Market website
 - Early Entry to Preview Night
 - Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
 - 7 Fairy Packs, 4 VIP Kick-Off Party Invitations
- One available.*

Each Fairy Pack includes 1 Preview Night Ticket (which may also be used for admission on the General Market days), 1 Drink Ticket, 1 General Raffle Ticket, and 1 Valet Pass.

Decorations • \$3,500.00

- Name or Logo displayed near main décor focus at center of room, main entrance, as well as Sponsor board at Market
 - Name or Logo displayed on (1) Sugar Plum Market decorated Christmas Tree
 - Half Page Ad in the Sugar Plum Market Program
 - Recognition in all Press Releases, at Kick-Off Party, Preview Night, on Digital Media Boards, Sugar Plum Market shopping days, Sugar Plum Market website, and at FBJSL Meetings
 - Early Entry to Preview Night
 - Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
 - 7 Fairy Packs, 4 VIP Kick-Off Party Invitations
- Four available.*

Vendor Hospitality • \$2,700.00

- Name and Logo displayed in Vendor Hospitality Room
 - Name and Logo displayed on all directional Vendor signage
 - Name and Logo displayed at Vendor Hospitality food and beverage tables
 - Recognition in all Press Releases, at Kick-Off Party, Preview Night, Sugar Plum Market shopping days, on Digital Media Boards, and Sugar Plum Market website
 - Early Entry to Preview Night
 - Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
 - 6 Fairy Packs, 4 VIP Kick-Off Party Invitations
- Two available.*

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Committee Lanyard • \$2,500.00

- Name or Logo displayed on every Sugar Plum Market Committee Lanyard, worn always during Market
- Business Card Ad in the Sugar Plum Market Program
 - Recognition in all Press Releases, at Kick-Off Party, Preview Night, Sugar Plum Market shopping days, on Digital Media Boards, Sugar Plum Market website, and at FBJSL Meetings
 - Early Entry to Preview Night
- Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
- 6 Fairy Packs, 3 VIP Kick-Off Party Invitations
One available.

Sugar Plum Market Day Bar

\$1,800.00

- Name printed on all drink tickets
- Name and/or Logo displayed at Market Day bars
- Recognition in all Press Releases, Sugar Plum Market Days, on Digital Media Boards, and Sugar Plum Market website
- Half page ad in the Sugar Plum Market Program
 - Early Entry to Preview Night
- Invitation to Check Presentation
- 4 Fairy Packs, 2 VIP Kick-Off Party Invitations
Two available.

Each Fairy Pack includes 1 Preview Night Ticket (which may also be used for admission on the General Market days), 1 Drink Ticket, 1 General Raffle Ticket, and 1 Valet Pass.

T-Shirt • \$2,500.00

- Name printed on back of Sugar Plum Market shirts, sold to public at Market, on FBJSL and Sugar Plum Market Website, FBJSL and Teen League events and meetings
- Recognition in all Press Releases, at Kick-Off Party, Preview Night, Sugar Plum Market shopping days, Sugar Plum Market website, and at FBJSL Meetings
 - Early Entry to Preview Night
- Access to All-New Exclusive VIP Sponsor Area at Preview Night
 - Invitation to Check Presentation
- 6 Fairy Packs, 3 VIP Kick-Off Party Invitations
Four available. Underwriter to provide logo to Sponsor Chair on or before Oct. 1st.

Preview Night Bars • \$1,600.00

- Name and/or Logo displayed at Preview Night bars
 - Name printed on all drink tickets
- Recognition in all Press Releases, at Preview Night, on Digital Media Boards, and Sugar Plum Market website
- Business Card ad in the Sugar Plum Market Program
 - Early Entry to Preview Night
 - Invitation to Check Presentation
- 4 Fairy Packs, 2 VIP Kick-Off Party Invitations
One available.

Shopping Aisle • \$750.00

- Name displayed above a Shopping Aisle and shown on Vendor Map in the Sugar Plum Program
- Recognition on the Sugar Plum Market website and at event
 - Early Entry to Preview Night
 - Invitation to Check Presentation
- 2 Fairy Packs, 2 VIP Kick-Off Party Invitations
Nine available.

Sugar Plum Market Day

Concessions

\$ 2000.00

- Name and/or Logo on all Concession Signage
- Business Card Ad in the Sugar Plum Market Program
- Recognition in all Press Releases, Preview Night, Sugar Plum Market Shopping days, on Digital Media Boards, and Sugar Plum Market website
 - Early Entry to Preview Night
 - Invitation to Check Presentation
- 5 Fairy Packs, 2 VIP Kick-Off Party Invitations
Two available.

Market Raffle • \$1,250.00

- Name and/or Logo displayed near all Raffle Tables
- Recognition in all Press Releases, at Preview Night, Sugar Plum Market shopping days, and Sugar Plum Market website
- Business Card ad in the Sugar Plum Market Program
 - Early Entry to Preview Night
 - Invitation to Check Presentation
- 4 Fairy Packs, 2 VIP Kick-Off Party Invitations
Five available.

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