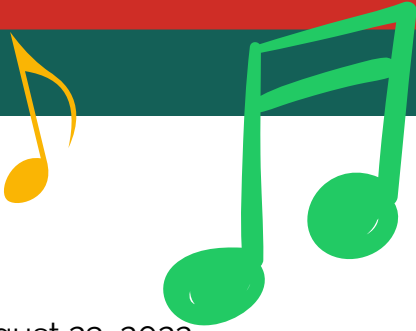


CITY OF TALLADEGA

CHRISTMAS ON THE SQUARE



August 23, 2022



Dear Potential Sponsor:

As City Manager for the City of Talladega, I want the 2022 Christmas on the Square to be the best Holiday Weekend ever! We have revamped many things for the weekend of December 9 – 11, 2022. This year's theme, "Jingle Around the World" hopes to attract all in celebration and share through music this wonderful time of the year. The children of Talladega and the surrounding communities will want to attend the Christmas tree lighting on Monday night, December 5th at 4:00 pm. The Christmas Parade is scheduled to begin at 6:00 pm. Beginning on Friday, December 9th from 6:00 pm – 9:00 pm, we have scheduled a skating rink. On Saturday, December 10th, 10:00 am, Santa's Workshop will host children until 6:00 pm. Also, vendor hours will run from 10:00 am to 6:00 pm and on Sunday, December 11th, scheduled hours will be from 12:00 Noon – 6:00 pm. We are looking forward to great participation from the City of Talladega and the surrounding communities.

We want your support to make all of this happen. By working together, we can have a Better, Bigger, and Brighter future for Talladega. In addition to your monetary sponsorship support, we need volunteers for the weekend. In order to make this all work, we need everyone to encourage others to come and join us for this fun-filled weekend.

For your perusal, we have enclosed various levels of sponsorship packages and vendor information forms. Please select the level you are most comfortable with in support of the 2022 Christmas on the Square. I look forward to a positive response from you.

Sincerely,

Seddrick T. Hill, Sr.

City of Talladega

A : 255 South Street W.

P : +123-456-7890

E : msood@talladega.com

CITYOFTALLADEGA.COM



CITY OF TALLADEGA
CHRISTMAS ON THE SQUARE



DECEMBER 9 - 11, 2022
CELEBRATING HOLIDAY JOY & TRADITIONS THROUGH MUSIC

 **Title Sponsor I**
(\$25,000 - \$15,000)

- Choose one (1) event to sponsor: Tree Lighting Ceremony or Ice Skating Rink (First come, first serve basis)
- Name on 24-foot banner (exclusive benefit for Title Sponsor 1)
- Full promo before, during, and after event
- Printed Materials with large logo - includes newspaper, posters, flyers, and signage.
- Social Media and Website Promotion
- Special Sponsor's Booth Area (Booth fees waived)

 **Title Sponsor II**
(\$10,000 - \$14,999)

- Choose one (1) event to sponsor: Tree Lighting Ceremony or Ice Skating Rink (First come, first serve basis)
- Full promo before, during, and after event
- Printed Materials with large logo - includes newspaper, posters, flyers, and signage.
- Social Media and Website Promotion
- Special Sponsor's Booth Area (Booth fees waived)

 **Presenting Sponsor**
(\$5000 - \$9999)

- Choose one (1) event to sponsor: Vendor Village, Food Truck or other station (First come, first serve basis)
- Half promo before, during, and after event
- Printed Materials with large logo - includes newspaper, posters, flyers, and signage.
- Social Media and Website Promotion
- Special Sponsor's Booth Area (Booth fees waived)

 **Local Sponsor**
(\$2500 - \$4999)

- Limited promo before, during, and after event
- Printed Materials with large logo - includes newspaper, posters, flyers, and signage.
- Social Media and Website Promotion
- Special Sponsor's Booth Area (Booth fees waived)

 **Community Sponsor**
(\$2,499 or less)

- Small promo before, during, and after the event - includes recognition in newspaper
- Social Media and Website Promotion
- Special Sponsor's Booth Area (Booth fees waived)





SPONSOR INFORMATION

Business/Org. Name :

Contact Person:

Payment:

Email :

Website:/Social Media Handles:

Notes:

Address 1:

Address 2:

City

State

Zip Code :

Phone :

Dear Sir / Madam :

We will will not be participating in the 2022 City of Talladega Christmas on the Square.

Special Instructions :

Sponsor Signature

Date



VENDOR INFORMATION

Business Name :

Contact Person:

Payment:

Email Address:

Website/Social Media Handles:

Have you ever been a vendor at this event?

Do you need electricity?

Products Handmade?

Description of the product(s) you intend to sell :

We will participate Saturday, Sunday, Both:

Address 1:

Address 2:

City:

State:

Zip Code :

Phone :

Disclaimer and Signature

Indemnification: Vendors assume all risks incidental to the event and shall be individually and severally responsible to the event managers and the City of Talladega for any loss, personal injury, deaths, and/or any other damage that may occur as a result of the vendor's negligence or that of its servants, agents or employees. All vendors hereby agree to indemnify and hold harmless the event managers and the City of Talladega from any loss, cost, damages, and expenses, including attorneys' fees, suffered or incurred by the vendor or its servants, agents or employees.

Applicant Statement: I have read and agree to abide by the guidelines, rules, and regulations of the Christmas on the Square Event and to obtain all applicable permits and licenses; I further agree not to hold the Event responsible for any damages arising from the sales of my products.

By applying to participate in this event you are not guaranteed a spot as a vendor. If chosen to participate, you will be contacted by the event managers to pay the vendor fee (\$35 for 1 day, \$50 dollars for two days/ add \$10 for spaces with power/spaces are limited). Please return application only to Ms. Linda Edmunds at ledmunds@talladega.com. You may bring applications to Talladega City Hall, City Manager's Office, 255 South Street St. W, Talladega, AL 35160, or mail applications to City Manager's Office, P.O. Box 498, Talladega, AL 35161. All qualified applicants will be contacted for payment and further instruction no later than 14 business days after we receive the application.

Vendor Signature

Date

A : 255 South Street W, Talladega AL 35160

P : (256) 474-4408 Ext. 460

E : msood@talladega.com

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