



3rd Annual Sugar House Winter Carnival!

The 3rd Annual Sugar House Winter Carnival (SHWC) will take place on Saturday, November 25, 2017. The SHWC is a free event, which will include a holiday market, entertainment and family-fun activities. Festivities are scheduled from 10:00 a.m. to 4:00 p.m. at Legacy Village of Sugar House. Santa and Elsa will arrive on the RideUTA S-Line into Sugar House to kick off the winter season at 11:00 a.m., will be picked up by the SLC Fire Department Truck and driven to the Sugar House Santa Shack. This year we are very excited to present "Sugar House Aglow," where we will be placing luminaries along Wilmington Avenue from 1300 East to 1100 East. Our goal is to one day have every street and neighborhood "Aglow".

This community celebration highlights Sugar House as a fun destination during the holiday season and showcases the artistic spirit of the neighborhood. We expect over 1,000 attendees and will reach over 50,000 people with outreach and promotion. Events will include activities for all ages to engage the community and to welcome everyone to one of Salt Lake's original and eclectic neighborhoods.

Date: Saturday, November 25, 2017
Hours: 10:00 am. to 4:00 p.m.
Locations: Legacy Village of Sugar House (below),
Sugarmont Plaza, and Wilmington Plaza



Sponsors are needed to continue this annual winter tradition. Please consider partnering with The Sugar House Winter Carnival as one of their sponsors. Sponsorship level categories are listed as follows:

Title Sponsor: \$5,000

The Title Sponsor will be the presenting sponsor of all of the events and will include:

- Booth located at Legacy Village of Sugar House during the Winter Carnival
- Logo included on the main event banner that will be hung prior to the event
- Title sponsorship recognition in all press releases and media interviews
- Elsa will visit your place of business
- Inclusion in all SUGAR HOUSE WINTER CARNIVAL promotion including website, social, print, outdoor media as presenting sponsor
- Event posters in business windows promoting event locations
- 11x14 group sitting by *Photography By Laurie*, official photographer of the Sugar House Santa Shack
- Options to provide prizes or gift certificates for 'Pic-of-the-day'



If you are interested in participating as a sponsor please contact:
melo@sweetishslc.com
801-232-0535



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Star Sponsor: \$3,000

The Star Sponsor will be the presenting sponsor of Santa and Elsa's Arrival at the Winter Carnival:

- Booth located at the Legacy Village during the Winter Carnival
- Logo included on the main event banner that will be hung prior to the event
- Logo featured in all advertising, marketing and billing as a Star sponsor
- Star sponsor recognition in all press releases and media interviews
- Elsa will visit your place of business
- Inclusion in SUGAR HOUSE WINTER CARNIVAL promotion including website, social, print, outdoor media as Star sponsor
- Event posters in business windows promoting event locations
- Options to provide prizes or gift certificates for 'Pic-of-the-day'

Snowflake Sponsor: \$2,000

The Snowflake Sponsor will be an Entertainment sponsor of the Sugar House Winter Carnival:

- Booth located at the Legacy Village during the Winter Carnival
- Logo included on the main event banner that will be hung prior to the event
- Logo featured in all advertising, marketing and billing as a Crystal sponsor
- Snowflake sponsor recognition in all press releases and media interviews
- Inclusion in SUGAR HOUSE WINTER CARNIVAL promotion including website, social, print, outdoor media as Snowflake sponsor
- Event posters in business windows promoting event locations
- Option to provide prizes or gift certificates for 'Pic-of-the-day'

Sweetish Monster Sponsor: \$1,000

The Sweetish Monster Sponsor will be a Marketing sponsor for all events:

- Logo included on the main event banner that will be hung prior to the event
- Inclusion in SUGAR HOUSE WINTER CARNIVAL promotion including website, social, print, outdoor media as Sweetish Monster sponsor
- Event posters in business windows promoting event locations
- Options to provide prizes or gift certificates for 'Pic-of-the-day'

Santa's Helper: Sponsor \$100-\$999

- Event posters in business windows promoting event locations
- Inclusion on website as Santa's Helpers sponsor
- Options to provide prizes or gift certificates for 'Pic-of-the-day'



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