

*42nd Annual*  
**Corona Del Mar**  
Chamber of Commerce



**SPONSORSHIP OPPORTUNITIES**



# CHRISTMAS WALK

December 5, 2021 11AM-5PM

TOYS for TOTS Drive • Prizes • Entertainment

**A TRADITIONAL COMMUNITY CELEBRATION**

Benefiting

**U.S. Marines Toys for Tots Programs**



## Welcome Prospective Sponsor!

The **42nd Annual Corona del Mar Christmas Walk** to be held on **December 5, 2021** returns for another successful year. This traditional community event offers something for all ages and draws approximately 5,000 friends, neighbors and business owners alike into the Business District of Corona del Mar for a celebration walk honoring the merchants and restaurants for the holiday season.

The “Walk” features live entertainment, visits with Santa, beer & wine gardens, merchant promotions, unique gifts, plenty of children’s activities, and all while strolling through the charming seaside village of Corona del Mar.

Hosted by the Corona del Mar Chamber of Commerce, and benefiting the U.S. Marine’s Toy’s-for-Tots program, this worthwhile event also offers a meaningful investment for sponsorship participants through various avenues of event publicity.

We would like to invite you to be a part of the Corona del Mar Christmas Walk & Festival by participating as a sponsor. Your company name and logo will be promoted throughout the community in a variety of ways including print & news media, banners, posters, Social & Online Marketing, press releases, direct mail, exhibit space and much more.

We are certain your participation as a sponsor will be a mutually beneficial and worthwhile decision. We look forward to working with you and having you join our list sponsor participants.

Sincerely,

*Linda Leonhard*

Linda Leonhard  
President/CEO  
Corona del Mar Chamber of Commerce



# CHRISTMAS WALK

## SPONSORSHIP OPPORTUNITIES

Highly Publicized & Highly Attended ...A Community Tradition - December 5, 2021

Receive big marketing benefits this holiday season through sponsoring the 42nd Annual Christmas Walk. Offers excellent promotional opportunities through a variety of pre/post event media reaching thousands within the community.

**PRESENTING SPONSOR (Maximum Exposure):** **\$10,000**

- Top Tier Logo/brand **featured** on all media, publicity and marketing pre & post event.
- Top Tier Website Advertising & Social Media Recognition.
- Top Tier Logo/Brand Recognition on Event Posters placed in all CDM Business Windows
- Top Tier Logo/Brand Recognition on all Digital/Print Publication Ads.
- Radio name recognition on KOCI Public Service Announcements Pre-event & live interview on event day.
- Full-page four-color ad in event day program distributed to 5,000 event participants in Premium Placement.
- Logo featured on the front of 7,000 event opportunity drawing tickets distributed 1 month in advance of event.
- Exclusive logo on Event Road Banner placed at Intersection of Coast Hwy & Marguerite 2 weeks prior to event.
- Stage Recognition & Script announcement read by all bands periodically throughout the day.
- Prime location exhibit space on event day (Includes: Premium Tent, Table, Linen & Chairs).
- Opportunity to place swag bags or banners in Beer & Wine Garden.
- Sponsor to receive 20 Opportunity Drawing Tickets for a chance to win over \$15,000 worth of prizes.
- Sponsor to receive a custom 20ft company banner display for featured signage throughout event.
- Your contribution assists in providing toys for children of Military families in time for the holidays thru the U.S. Marines Toys-4-Tots.
- First rights of refusal for subsequent years as Presenting Sponsor Level.

**CONTRIBUTING SPONSOR (Second Tier Benefit)** **\$5,000**

- Second Tier Logo/brand recognition on all media, publicity and marketing pre & post event.
- Second Tier Website Advertising & Social Media Recognition.
- Second Tier Logo/Brand Recognition on Event Posters placed in all CDM Business Windows
- Second Tier Logo/Brand Recognition on all Digital Newspaper/Print Publication Ads.
- Radio name recognition on KOCI Public Service Announcements Pre-event & live interview on event day.
- Full page four-color ad in event day program distributed to 5,000 event participants.
- Prime location exhibit space on event day (Includes: Premium Tent, Table, Linen & Chairs).
- Sponsor to receive 10 Opportunity Drawing Tickets for a chance to win over \$15,000 worth of prizes.
- First Rights of Refusal for Presenting Sponsor Level when available.

**BEER/WINE GARDEN SPONSOR (Exclusive)** **\$4,000**

- Logo & company message on participant entry wristbands.
- 10Ft Banner at Entrance as Sponsoring Company
- Opportunity to place swag bags or banners in Beer & Wine Garden.
- Prime location exhibit space on event day in sponsor row (Includes: 10 x 10 Premium Tent, Table, Linen & Chairs).

**TICKET AD SPONSOR (Exclusive)** Also receives benefits of Program & Advertising Sponsor **\$3,000**

- Place your 4-color ad on the back of 7,000 event opportunity drawing tickets distributed throughout the community beginning November 1<sup>st</sup> through event day.
- This is an exclusive opportunity and Sponsor will receive the first rights of refusal for consecutive year placement.
- Also receives benefits of Program & Advertising Sponsor

**PROGRAM & ADVERTISING SPONSOR** **\$2,500**

- Full Page Color Ad in Event Day Program – Distributed to over 5,000 people throughout the Community
- Logo/brand recognition in all media, publicity & marketing material pre-post event.
- Logo/brand recognition on Event Posters placed in all CDM Business Windows one month in advance.
- Logo/Brand Recognition on all Newspaper/Print Publication Ads.
- Logo recognition on Website Advertising & Social Media Recognition.
- Event Day exhibit space in prime location in the Vendor Faire (Includes: 10 x 10 Canopy, table Linen & Chairs)

**ADVERTISING SPONSOR: (Third Tier Benefit)** **\$2,000**

- Logo/brand recognition in all media, publicity & marketing material pre-post event.
- Logo/brand recognition on Event Posters placed in all CDM Business Windows one month in advance.
- Logo/Brand Recognition on all Digital/Print News Publication Ads.
- Logo recognition on Website Advertising & Social Media Recognition on all platforms.
- Logo recognition in Event Day Program distributed to event participants.
- Event Day exhibit space in the Vendor Faire (Includes: 10 x 10 Canopy, table Linen & Chairs)

# Letter of Agreement

- Yes, we would like to be a Sponsor of the 42nd Annual Corona del Mar Christmas Walk & Festival.

**Company:** \_\_\_\_\_

**Representative:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_

Your signature is your commitment to sponsorship and is non-refundable unless event cancels due to Covid only.

## **Sponsorship Level:**

- |  |          |
|--|----------|
| <input type="checkbox"/> Presenting Event Sponsor (Exclusive - Top Tier) | \$10,000 |
| <input type="checkbox"/> Corporate Sponsor                               | \$ 5,000 |
| <input type="checkbox"/> Beer/Wine Garden Sponsor (Exclusive)            | \$ 4,000 |
| <input type="checkbox"/> Ticket Ad Sponsor (Exclusive)                   | \$ 3,000 |
| <input type="checkbox"/> Program & Advertising Sponsor                   | \$ 2,500 |
| <input type="checkbox"/> Advertising Sponsor                             | \$ 2,000 |

## **Investment Payment & Reservations: (Reserve Today)**

- I will be sending check Prior to Oct 15th payable to:

Corona del Mar Chamber of Commerce  
2855 E. Coast Hwy, Suite 101  
Corona del Mar, CA 92625

- I will pay online at [CdmChamber.com](http://CdmChamber.com) or I authorize you to charge the credit card below:

Visa/MC# \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_

Address for Card Holder \_\_\_\_\_

**Email to: [Info@CdmChamber.com](mailto:Info@CdmChamber.com)**

**Mail to:**

Corona del Mar Chamber of Commerce / 2855 E. Coast Hwy, Suite 101 / Corona del Mar, CA 92625

(949) 673-4050 / [Info@CdmChamber.com](mailto:Info@CdmChamber.com)

**Deadline for all levels to receive full benefit is Oct 15th.**

**(Exclusive Levels will sell out!)**