



*Experience the tradition of*  
**- CHRISTKINDLMARKT -**  
*in Carmel, Indiana*

### Partner with us!

The Carmel Christkindlmarkt had become the premier holiday offering in Indiana attracting well over half a million people since the opening in 2017. An extensive poll by USA Today's 10BEST travel media group has named Carmel Christkindlmarkt the No. 1 winner in the 2019 USA TODAY 10Best Readers' Choice travel award contest for Best Holiday Market. The market is a blend of traditional German foods and gifts being sold from small wooden huts and the market surrounds a beautiful outdoor ice skating rink. Consider partnering with us in 2021, and be a part of our guest's magical holiday memories this winter. In addition to the listed partnership opportunities, we offer customized sponsorship options.

## 2021 SPONSORSHIP OPPORTUNITIES - AT A GLANCE -

SPONSORSHIP LEVEL			Web	Calendar	Visitor Guide	Social	Signage	Product
GOLD	Boot Mugs	\$75,000	X		X	4	X	50
	Kinderecke	\$30,000	X		X	4	X	25
	Christkindlmarkt Express	\$30,000	X		X	4	X	1
GREEN	Demonstration	\$10,000	X	X	X	3	X	
	Christkind	\$10,000	X	X	X	3	X	
RED	Saint Nicholas	\$5,000	X	X	X	2		
	Premier Music	\$5,000	X	X	X	2		
WHITE	Local Music	\$2,000	X	X	X	1		

For more information please contact Maria Murphy at [maria@carmelchristkindlmarkt.com](mailto:maria@carmelchristkindlmarkt.com) or call 317-649-2049.





## BOOT MUGS



**BOOT MUGS SPONSORSHIP - A three year commitment of \$25,000 per year**  
Sponsorship will support the general operations of the Carmel Christkindlmarkt.

*Sponsoring company will receive:*

- Logo on the Website
- Logo included on the Christkindlmarkt Visitor Guide
- Four shoutouts on all Christkindlmarkt Social Media Platforms
- Company logo featured on signage throughout the market
- Company logo on the Boot Mugs
- 50 free Boot Mugs are included







## KINDERECKE



### **KINDERECKE SPONSORSHIP - A three year commitment of \$10,000 per year**

Sponsorship will support the various activities located in the Kinderecke at the Christkindlmarkt by funding the purchase of furniture and supplies for the various activities taking place at the market.

*Sponsoring company will receive:*

- Logo on the Website
- Logo included in Christkindlmarkt Visitor Guide
- Four shoutouts on all Christkindlmarkt Social Media Platforms
- Sign featuring company name located on the front of the Kinderecke
- 25 free activity vouchers, to be used during scheduled activity times

## CHRISTKINDLMARKT EXPRESS



### **CHRISTKINDLMARKT EXPRESS - A three year commitment of \$10,000/year**

Sponsorship will support the Christkindlmarkt Express at the Christkindlmarkt by funding the purchase of products and services related to the operation of a train display from Mr. Muffin's Trains.

*Sponsoring company will receive:*

- Logo on the Website
- Logo included on the Christkindlmarkt Visitor Guide
- Four shoutouts on all Christkindlmarkt Social Media Platforms
- Sign featuring company name located on the front of the Train Display Hut
- Company logo/branding incorporated into the Train Display
- One model train engine with company logo/branding



## DEMONSTRATIONS

### DEMONSTRATIONS SPONSORSHIP - \$10,000

Sponsorship will support the involvement of world-renowned craftsman by contributing to the Demonstration Fund. This fund will be used to pay for the demonstration fees, travel, lodging and equipment logistics of these craftsmen.

*Sponsoring company will receive:*

- Logo on the Website
- Selection of demonstration to sponsor from a provided list
- Listed as the presenting sponsor on the Christkindmarkt Website Events Calendar
- Logo included on the Christkindmarkt Visitor Guide
- Three shoutouts on all Christkindmarkt Social Media Platforms
- Large "Presented by" signage behind demonstration featuring company name/logo



## CHRISTKIND

Your Logo Here



### CHRISTKIND SPONSORSHIP - \$10,000

Sponsorship will support the various activities of the Christkind at the Christkindmarkt by funding the scholarship awards for the selection process, costuming for the Christkind and the candy, postcards and gifts that the Christkind distributes to children at the Christkindmarkt.

*Sponsoring company will receive:*

- Logo on the Website
  - Listed as the presenting sponsor on the Christkindmarkt Website
  - Logo included on the Christkindmarkt Visitor Guide
  - Three shoutouts on all Christkindmarkt Social Media Platforms
  - Sponsorship noted in key social media photo opt of angel wings at the market
  - Small card attached to each piece of candy handed out by the Christkind.
- Business may provide their company logo, coupon or special message to be placed on the card.





## NIKOLAUSTAG - SAINT NICHOLAS DAY

### NIKOLAUSTAG (SAINT NICHOLAS DAY) SPONSORSHIP - \$5,000

Sponsorship will support the various activities of Saint Nicholas at the Christkindlmarkt the weekend of Saint Nicholas Day, December 6th.

*Sponsoring company will receive:*

- Logo on the Website
- Listed as the presenting sponsor on the Christkindlmarkt Website
- Logo included on the Christkindlmarkt Visitor Guide
- Two shoutouts on all Christkindlmarkt Social Media Platforms
- Large "Presented by" signage featuring company name/logo displayed at the Christkindlmarkt during the weekend of Saint Nicholas



## PREMIER MUSIC

### PREMIER MUSIC SPONSORSHIP - \$5,000

Sponsorship will support the involvement of national or regional performers of unique cultural relevance at the Carmel Christkindlmarkt by contributing to the Premier Music Fund. This fund will be used to pay for the performance fees, travel and lodging of these musicians.

*Sponsoring company will receive:*

- Logo on the Website
- Presenting sponsorship of a performer or performance group selected from a provided list
- Listed as the presenting sponsor on the Christkindlmarkt Website Events Calendar
- Announced as the presenting sponsor for the musical group prior to performances
- Logo included on the Christkindlmarkt Visitor Guide
- Two shoutouts on all Christkindlmarkt Social Media Platforms







## LOCAL MUSIC

### LOCAL MUSIC SPONSORSHIP - \$2,000

Sponsorship will support the involvement of local musicians at the Carmel Christkindlmarkt by contributing to the general music fund. This fund will be used for equipment rental, stage management and stage support.

*Sponsoring company will receive:*

- Logo on the Website
- Presenting sponsorship of a performance selected from a provided list
- Listed as the presenting sponsor on the Christkindlmarkt Website Events Calendar
- Announced as the presenting sponsor for the musical group prior to performance
- Logo included in Christkindlmarkt Visitor Guide
- One shoutout on all Christkindlmarkt Social Media Platforms

