

# SPONSORSHIP OPPORTUNITIES

— 2023 —



Partner with us!



Contact [sponsorships@carmelchristkindlmarkt.com](mailto:sponsorships@carmelchristkindlmarkt.com)  
for your customized sponsorship opportunity.  
[carmelchristkindlmarkt.com](http://carmelchristkindlmarkt.com)



# #1 Holiday Market!



The Carmel Christkindlmarkt is the premier holiday offering in Indiana, attracting well over a million people since opening in 2017. An extensive poll by USA Today's 10Best travel media group has named the Carmel Christkindlmarkt the top holiday market in the 2019, 2021 and 2022 10Best Readers' Choice awards. The Market is a blend of authentic German foods, drinks and gifts, sold from small wooden huts. The Market also includes a gorgeous outdoor ice skating rink and one-of-a-kind Glühwein Pyramid. Partner with us in 2023 to become part of our guests' holiday memories and to help make all of the holiday magic possible.

## TRAFFIC

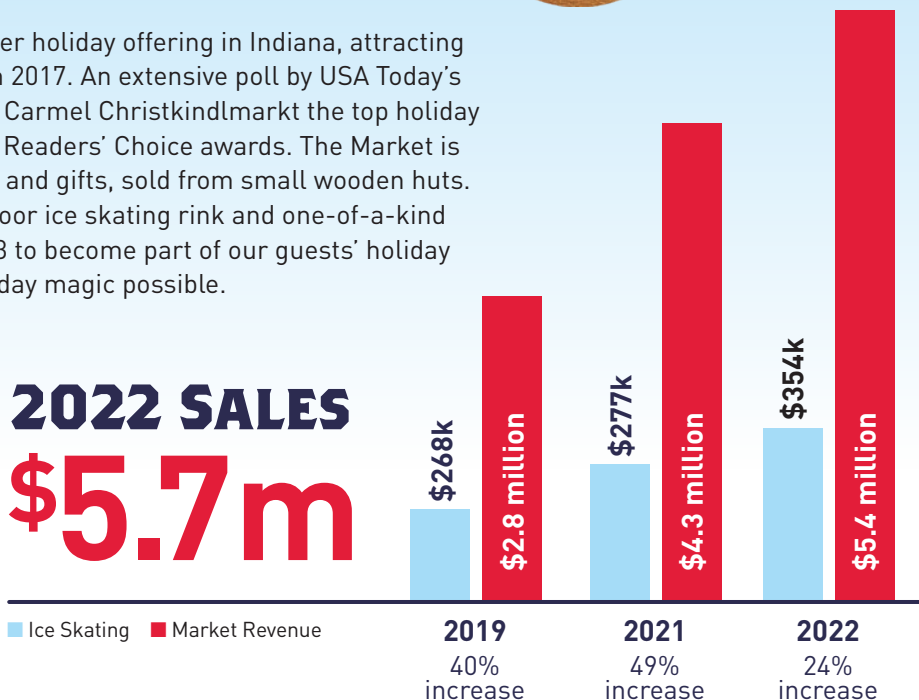
# 450,000

annual estimated visitors.

## 2022 SALES

# \$5.7m

■ Ice Skating ■ Market Revenue



## DIGITAL FOOTPRINT

### REACH

# ALMOST 2.5m

total people reached on social media October 2022 through December 2022.

### WEBSITE

# 306,843

visits on the main page October 2022 through December 2022.

### FOLLOWERS\*

Facebook: 39,450  
Instagram: 12,700  
Twitter: 1,162  
TikTok: 337  
LinkedIn: 311  
YouTube: 104

### EMAIL

# 15,333

subscribers with 46% open rate October 2022 through December 2022.

# Total: 54,000+

\*Data is from April 2023



# 2023 SPONSORSHIP OPPORTUNITIES



Experience the magic of Christmas in Germany right here in Carmel, Indiana, at the Carmel Christkindlmarkt. This outdoor, nonprofit, holiday market opened in 2017 and offers the festive ambiance of an authentic German market. Guests can peruse a wide variety of products sourced from Germany and other German-speaking countries, as well as enjoy traditional German food and drink. All offerings are sold from small wooden huts that are true to the spirit of a real European holiday market, and the festivities all center around a gorgeous outdoor ice rink. A sponsorship connects your brand to our visitors while also engaging your clients and employees in all of the Market's festive offerings.



## BOOT MUGS

Support the general operations — and iconic boot mug! — of the Carmel Christkindlmarkt.

## KINDERECKE

Support the activities in the Kinderecke (Kids' Corner), including the purchase of furniture, supplies and more.

## CHRISTKINDLMARKT EXPRESS

Sponsor the Christkindlmarkt Express by funding the purchase of products and services related to this train display from Mr. Muffin's Trains.



## WERKSTATT

Support demonstrations from world-renowned German artisans in our Werkstatt (Workshop), including funding for demonstration fees, travel, lodging, and equipment logistics.





# 2023 SPONSORSHIP OPPORTUNITIES

## CHRISTKIND

Support the Christkind by funding the scholarship awards and costume maintenance, as well as the candy, postcards and gifts that the Christkind distributes to children at the Market.

## NIKOLAUSTAG (SAINT NICHOLAS DAY)

Support this beloved holiday tradition during the weekend of Saint Nicholas Day.

## ENTERTAINMENT

Support incredible entertainment at the Market, from national performers with unique cultural relevance to local musicians and performers.

## AND MORE!

Don't see something that seems like a good fit for your company? Just ask, and we can put together a fully customized sponsorship and benefits package.

## Contact

For more information please contact [sponsorships@carmelchistkindlmartkt.com](mailto:sponsorships@carmelchistkindlmartkt.com).



# SPONSORSHIP LEVELS

| Annual Amount                             | Press Release | Category Exclusivity | Complimentary Boot Mugs | E-newsletter  | Logo on Print Materials | Social Media Mentions  | Logo inclusion on on-site map | Website (Clickable logo on sponsorship page) | On-site guest engagement                                     |
|---|---------------|----------------------|-------------------------|---|-------------------------|--|-------------------------------|--|--|
| Presenting sponsorship (customized level) | ✓             | ✓                    | ✓                       | Year-round inclusion of logo; two special article features on your organization | ✓                       | Custom plan will be created  | ✓                             | ✓  | Discussion upon request                                      |
| \$20,000                                  |               | ✓                    |                         | Year-round inclusion of logo; one special article feature on your organization  | ✓                       | At least 4 dedicated social media posts - 2 on Facebook, 2 on Instagram  | ✓                             | ✓  | Discussion upon request                                      |
| \$15,000                                  |               |                      |                         | Logo inclusion, October-December  | ✓                       | At least 3 social media posts in reference to specific sponsored events/activities – combination of Facebook and Instagram | ✓                             | ✓  | Discussion upon request                                      |
| \$10,000                                  |               |                      |                         | Logo inclusion, October-December  | ✓                       | At least 2 social media post in reference to specific events/activities – 1 on Facebook, 1 on Instagram                    | ✓                             | ✓  | Discussion upon request                                      |
| \$5,000                                   |               |                      |                         | Logo inclusion, October-December  |                         | At least 1 social media post in reference to specific events/activities – on Facebook or on Instagram                      | ✓                             | ✓  | “Sponsor for the Week” –Five days of on-site activation      |
| \$2,500                                   |               |                      |                         |   |                         | Inclusion in general thank-you post with other sponsors – platform TBD   | ✓                             | ✓  | “Sponsor for the Weekend” – three days of on-site activation |
| \$1,000                                   |               |                      |                         |   |                         | Inclusion in general thank-you post with other sponsors – platform TBD   | ✓                             | ✓  | Logo “Sponsor for the Day” – one day of on-site activation   |

**Contact**

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