

Christmas in Salem 2011

Sponsorship Opportunities

(Exclusive sponsorships are offered on a first-come, first-served basis)

Evergreen - \$3,000

- Exclusive sponsorship
- Full two-page centerfold in the tour book
- Listing as the *Evergreen* sponsor in the tour book and on the HSI website
- Prominent name recognition on the *Christmas in Salem* banner hung across Washington Street two weeks prior to the event
- Six complimentary tickets

Candlelight - \$2,500

- Exclusive sponsor of evening preview homes - the launch of *Christmas in Salem 2011*
- Full-page advertisement in the tour book
- Special exposure in each of the preview homes
- Listing as the *Candlelight* sponsor in the tour book and on the HSI website
- Four complimentary tickets

Trolley Sponsorship - \$2,000

- Two sponsorships available
- Company name posted on the complimentary trolley carrying attendees to and from downtown to the tour neighborhood for two days (sponsor to provide own banner)
- Full-page advertisement in tour book
- Two complimentary tickets

Holly - \$1,500

- Four sponsorships available
- Full-page advertisement in the tour book
- Name recognition on the *Christmas in Salem* banner hung across Washington Street two weeks prior to the event
- Listing as the *Holly* sponsor in the tour book and on the HSI website
- Two complimentary tickets

In an effort to give local retailers and restaurants even more exposure during the tour weekend, a new rack card program has been launched. Please see the enclosed announcement for more information.

*To purchase a sponsorship package, contact:
Dick Thompson at 978-745-0799 or Mary Hayes at 978-745-6052*

Historic Salem, Inc. appreciates your support.