



November 17-19, 24-26
November 30 - December 3,
7-10, & 14-17

2023
SPONSORSHIP
OPPORTUNITIES



WELCOME TO CHRISTKINDLMARKT



Celebrating over 30 years, Christkindlmarkt Bethlehem® showcases aisles of exquisite, handmade, works the nation's finest artisans, the heart-warming sounds of live Christmas music, delicious food and more. The event also features ice carving and glassblowing demonstrations; Germany's Käthe Wohlfahrt, renowned for its handmade ornaments, nutcrackers and collectibles; and jolly, old St. Nicholas, who's eager to hear the holiday wishes of every child. Christkindlmarkt, which serves as the anchor of Bethlehem's holiday events and attractions, offers a unique holiday and shopping experience that attracts people from throughout Eastern Pennsylvania and the Mid-Atlantic Region.

Named one of the top holiday markets in the world by:

- Travel + Leisure Magazine
- USA Today 2018 - 2022 Readers' Choice



Univest is always looking for partnerships that bring families together to enjoy the arts and culture of our local region. It found a perfect fit by teaming up with ArtsQuest to serve as the presenting sponsor of Christkindlmarkt this year. With the opening of Univest's financial center in downtown Bethlehem in 2017, this was also a great way to reinforce Univest's presence in the Lehigh Valley while demonstrating its commitment to local communities. For Univest, it isn't just about writing a check, it's about being committed to Local philanthropic programs as well as giving back through volunteering.

-Annette D. Szygiel, Executive Vice President and Chief Experience Officer - Univest Financial

Brands that love Christkindlmarkt!



For more, visit: christmascity.org

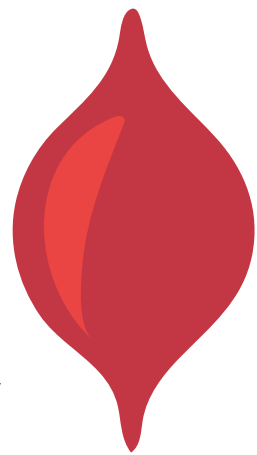


TITLE SPONSOR - SOLD!

Presented by Univest Financial

SUPPORTING SPONSOR - \$5,000

- The ability to brand one (1) of the four (4) tents with signage including interior/exterior and entrance
- Logo inclusion with link on the Christmas City website Partners page
- Logo inclusion in the Christkindlmarkt and Christmas City Program Book Partners page
- A listing on the digital welcome board in the vestibule entrance tent denoting sponsorship
- Mentions in select supporting marketing efforts (including print, TV, social and digital)
- The ability to have employees or ArtsQuest staff distribute information/branded materials at exit or entrance on select day
- Placement of one (1) ceiling banner in the Tannenbaum Cafe
- Allocation of one hundred (100) daily admission passes for Christkindlmarkt



ARTSQUEST
imagine that

Christkindlmarkt is presented by ArtsQuest™, a Bethlehem, PA-based nonprofit 501(c)3 organization dedicated to presenting music, arts, festivals, cultural experiences and educational and outreach programs that aid in economic development, urban revitalization and community enrichment. Through festivals such as its flagship event, Musikfest®; the Banana Factory® cultural arts and education center; and the ArtsQuest Center and SteelStacks™ arts and cultural campus, ArtsQuest's programming reaches more than 1.8 million people annually.

GLASS TENT SPONSOR - \$5,000

- Logo included in select supporting marketing efforts (including print, social and digital marketing)
- Logo inclusion with link on the Christkindlmarkt Partners page
- Inclusion of name and/or logo in the Christkindlmarkt Program Book
- Inclusion in a minimum of two (2) Inside ArtsQuest e-mails (160,300+ Subscriptions)
- Ability to have two (2) 3' x 8' banner and/or pop up signage in the glass tent
- A listing on the digital welcome board in the vestibule area
- Stylized ceiling banner with name in the Tannenbaum Cafe
- Opportunity to have a 10' x 10' booth space on-site
- Allocation of one hundred (100) daily admission passes to Christkindlmarkt



RETAIL/CRAFTER BOOTH SPACE \$3,200 - \$4,500 (ASK ABOUT AVAILABILITY)



Christkindlmarkt has provided a huge opportunity for exposure to a new and varied audience and really kicks off the Christmas spirit for the City of Bethlehem. In 2021, Christkindlmarkt helped save our year and has become an integral part of our success. The opportunity to connect the visitors from Christkindlmarkt to our shop and pub on Main Street also provides an amazing amount of traffic as well as increases our sales in both those locations.

– Neville Gardner, Donegal Square



To have a retail location in Bethlehem more than 20 years and to be a part of Christkindlmarkt for several years, exemplifies how this 'market' dedicates itself to represent the beauty of Bethlehem. Every year the ArtsQuest team has helped us create a space with more exposure to the public which has made it a successful opportunity for Franklin Hill Vineyards.

– Elaine Pivinski, Franklin Hill Vineyards

ASK ABOUT OTHER GREAT BRANDING OPPORTUNITIES INCLUDING:

STEELSTACKS ICE RINK HOLIDAY ADVERTISING PACKAGES

For more information and to ask about unique branding opportunities:

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