



**2019  
SPONSORSHIP  
OPPORTUNITIES**





# WELCOME TO CHRISTKINDLMARKT

Celebrating 26 years, Christkindlmarkt Bethlehem® showcases aisles of exquisite, handmade works by 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 boy and girl. 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 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, its Committed to Local philanthropic program is about also about giving back through volunteering.

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

For more, visit: [christmascity.org](http://christmascity.org)

## Brands that love Christkindlmarkt!



Capital BLUE



Yuengling





## SUPPORTING SPONSOR

- 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 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

**\$10,000**



**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 2 million people annually.



# BREAKFAST WITH ST. NICK

- Inclusion of logo with link on the Christkindlmarkt Partners and Breakfast with St. Nick page
- Acknowledgement of sponsorship of "Breakfast with St. Nick" in a minimum of two (2) "Qmail" editions during the Christmas season
- Inclusion of name and/or logo in the Christkindlmarkt Program Book
- Name and logo placement in the Christmas City Guide
- A listing on the welcome board in the vestibule entrance tent denoting sponsorship
- Mentions in supporting media when and where applicable, supporting Christkindlmarkt and "Breakfast with St Nick"
- The ability to provide 500 branded bags to distribute promotional items to the children at all St. Nick breakfasts
- ArtsQuest will work with company on contest to give away tickets, promoted through a minimum of (3) social media posts (including Facebook, Twitter, and/or Instagram)
- 10' x 10' booth on-site for six (6) weekends of Christkindlmarkt
- Twelve (12) tickets to each "Breakfast with St. Nick" event
- Placement one (1) ceiling banner in the Tannenbaum Cafe
- 10' X 10' booth on-site for three (3) St. Nick breakfasts
- Allocation of fifty (50) daily admission passes for Christkindlmarkt



**Presenting Sponsor: \$10,000**

**For all "Philanthroship" opportunities and experiential marketing needs:**

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