

# GERMAN HOLIDAY MARKET

## Sponsorship Opportunities 2018

*November 30, 2018  
6:00 p.m. to 9:00 p.m.*

*&*

*December 1, 2018  
10:00 a.m. to 8:00 p.m.*

Beaverton City Park, next to the Beaverton City Library at  
12375 SW 5th St., Beaverton, OR 97005

The German International School invites you to be a sponsor at our German Holiday Market - a cultural event with artisan vendors, food carts, *Biergarten*, entertainment, annual Tree Lighting Ceremony, and family-friendly activities!



German International School  
[www.gspdx.org](http://www.gspdx.org)

# GERMAN HOLIDAY MARKET & Beaverton Tree Lighting

The ever-popular Beaverton Tree Lighting takes place on Friday, November 30, 2018. Mayor Denny Doyle will light up the Beaverton City Park, kicking off the Holiday Season. The Tree Lighting will be accompanied by food & entertainment from 6:00 p.m. to 9:00 p.m.

On Saturday, December 1, 2018, the German International School will host an authentic, tented German Holiday Market between 10:00 a.m. and 8:00 p.m. in the parking lot of the Beaverton City Park across the street from the Beaverton City Library.

Guests will shop for all the German classics like nutcrackers, advent calendars, and both local and imported handmade holiday decorations. Visitors will experience German food and wine, cultural events, entertainment, and visit the booths with over 30 craft and local artisan vendors.

<http://www.gspdx.org/Calendar/Holiday-Market-2017>



# GERMAN HOLIDAY MARKET

## Sponsorship Benefits

Sponsorship Benefits	Presenting Sponsor \$2,500 <i>(only 2 available)</i>	Gold Level Sponsor \$1,250	Silver Level Sponsor \$800
Logo on 2 lawn banners + 10 pole banners in Beaverton	✓		
Thanked in all radio promotions	✓		
Thanked in City of Beaverton press release (100 media outlets)	✓		
Logo placement on all table tents in the main entertainment tent	✓		
Name listed on advertisements in the Beaverton Valley Times, Pamplin Community Papers, PDX Parent Magazine, Red Tricycle, and NW Kids Magazine	✓	✓	
Name listed in "Your City" Beaverton newsletter (65,000 households)	✓	✓	
Prominent logo placement on children's stage banner and tent welcome banner	✓	✓	
Prominent logo placement on event mailer (70,000 households)	✓	✓	✓
Pre- and Post-event social media coverage (specifics vary at each sponsorship level)	✓	✓	✓
Prominent logo placement in targeted email campaign (800 subscribers)	✓	✓	✓
Logo placement on City of Beaverton and GIS websites	✓	✓	✓
Acknowledgement in the GIS school newsletter, Das Laternlein (400 subscribers)	✓	✓	✓
Opportunity to have a 10' x 10' booth at the German Holiday Market	✓	✓	✓
Name placed in the printed event program	✓	✓	✓
Logo displayed on tables at breakfast			

# GERMAN HOLIDAY MARKET

## Sponsorship Sign-Up

Presenting Sponsor \$2,500: \_\_\_\_\_

Gold Level Sponsor \$1,250: \_\_\_\_\_

Silver Level Sponsor \$800: \_\_\_\_\_

In-Kind Sponsor (List Dollar Value of Donation): \_\_\_\_\_

Please list other items mutually agreed upon: \_\_\_\_\_

### SPONSOR INFORMATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Sponsor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make checks payable to:  
German International School of Portland  
Memo: Holiday Market Sponsorship  
3900 SW Murray Blvd. Beaverton, OR 97005  
Tax ID: 93 117 8397

# GERMAN HOLIDAY MARKET

## Sponsorship Benefit Level Details

### **\$2,500 - Presenting Sponsor (only two available):**

- Logo placement on two lawn banners and ten Pole Banners on Hall Blvd, in downtown Beaverton for a month leading up to the event (17,537 cars per day).
- Thanked as presenting sponsor in all radio promotions.
- Thanked in the City of Beaverton press release targeting 100 media recipients.
- Logo placement on all table tents in the main entertainment tent.
- Company name listed as Presenting Sponsor on advertisements in the Portland Monthly, Beaverton Valley Times (and other Pamplin community papers), PDX Parent, Red Tricycle and NW Kids.
- Company Name listed as Presenting Sponsor in the Your City article, Beaverton's newsletter that reaches 65,000 Beaverton Households.
- Prominent logo placement and named as a Presenting Sponsor
  - o on the main entertainment stage banner
  - o on the welcome banner at the main entrance of the market
- Prominent logo placement and named as a Presenting Sponsor on the event mailer which reaches 70,000 homes in Beaverton, Tigard, Hillsboro and SW Portland.
- Pre- and Post-event social media coverage (tagged in event sponsor list and a special dedicated post with logo and special copy provided by the sponsor).
- Featured as Presenting Sponsor in targeted e-mail campaign to 800 subscribers with logo placement and hyperlink to sponsor's website.
- Logo placement and named as a Presenting Sponsor on the City of Beaverton and German International School (GIS) websites.
- Acknowledgement in the GIS school newsletter-The Laternlein.
- The opportunity to have a 10 x 10 booth at our Holiday Market.
- Named as the Presenting Sponsor on the printed event program.

### **\$1,200 Gold Sponsor:**

- Company name listed as Gold Sponsor on advertisements in the Beaverton Valley Times (and other Pamplin community papers), PDX Parent, Red Tricycle and NW Kids.
- Company Name listed as Gold Sponsor in the Your City article, Beaverton's newsletter that reaches 65,000 Beaverton Households.
- Prominent logo placement and named as a Gold Sponsor
  - o on the main entertainment stage banner
  - o on the welcome banner at the main entrance of the market.
- Prominent logo placement and named as a Gold Sponsor on the event mailer which reaches 70,000 homes in Beaverton, Tigard, Hillsboro and SW Portland.
- Pre- and Post-event social media coverage (tagged in the event sponsor list)
- Featured as a Gold Sponsor in targeted e-mail campaign to 800 subscribers with logo placement and hyperlink to sponsor's website.
- Logo placement and named as a Gold Sponsor on the City of Beaverton and German International School (GIS) websites.
- Acknowledgement in the GIS school newsletter-The Laternlein
- The opportunity to have a 10 x 10 booth at our Holiday Market.
- Named as the Gold Sponsor on the printed event program.

### **\$800 Silver Level Sponsor:**

- Prominent logo placement and named as a Silver Sponsor on the event mailer which reaches 70,000 homes in Beaverton, Tigard, Hillsboro and SW Portland.
- Pre- and Post-event social media coverage (tagged in the event sponsor list)
- Featured as a Silver Sponsor in targeted e-mail campaign to 800 subscribers with logo placement and hyperlink to sponsor's website.
- Logo placement and named as a Silver Sponsor on the City of Beaverton and German International School (GIS) websites.
- Acknowledgement in the GIS school newsletter-The Laternlein
- The opportunity to have a 10 x 10 booth at our Holiday Market.
- Named as a Silver Sponsor on the printed event program.