

## *Christmas in Salem 2009*

# 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
- Ten complimentary tickets (a \$250 value)

### *Holly - \$1,500*

- 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 a *Holly* sponsor in the tour book and on the Christmas in Salem website
- Two complimentary tickets

### *Candlelight - \$2,500*

- Exclusive sponsor of evening preview homes - the launch of *Christmas in Salem 2009*
- 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 Christmas in Salem website
- Two complimentary tickets

### *Trolley Sponsorship - \$2,000*

- Company name\* posted on the complimentary trolley carrying attendees to and from downtown to the tour neighborhood for two days
- Ten complimentary tickets

\*Company provides its own banner

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 Julie Rose at 978-740-5692.*

**Historic Salem, Inc. appreciates your support.**