Discover Willow Glen Traditions

Downtown Willow Glen Holiday Season 2012
Sponsorship Opportunities

The Willow Glen Business Association is once again working hard to bring the spirit of the Holidays to Downtown Willow Glen! The theme for this year's festivities is ***"Discover Willow Glen Traditions."*** Highlights of the 2012 Holiday Season include:

- Partnership with the Willow Glen Elementary Community Tree Lighting
- Introduction of the first limited edition Willow Glen ornament
- Holiday decorating contest
- Past and new Holiday decorations on Lincoln Avenue
- Small Business Saturday celebration on November 29
- Ladies Night Out "Holiday Edition" on December 6
- Carriage Rides around Willow Glen (Dec. 7, 14, 15, 21, 22)
- Santa strolling Lincoln Avenue & Santa pictures at the Buffington House
- Willow Glen Holiday Traditions photo sharing social media project

We're counting on YOU to help make this Holiday Season enjoyable and vibrant for San Jose residents who love to shop, dine and explore in Downtown Willow Glen. Please refer to the next page to learn more about the different sponsorship opportunities and their benefits.

Willow Glen Business Association
1202 Lincoln Avenue Ste. 103, San Jose, CA 95125 • (408) 298-2100 • Fax: (408) 298-2140
www.willowglen.org

Discover Willow Glen Traditions

SPONSORSHIP LEVELS

"Star on the Tree" Exclusive Presenting Level Sponsor $3,000

- Company will be presented as the "Discover Willow Glen Traditions" Exclusive Presenting Sponsor
- Company name and/or logo on WillowGlen.org Holidays page and Downtown Willow Glen's Facebook page
- Complimentary advertisement on WillowGlen.org during Nov. and Dec. 2012
- Company name and/or logo on all Holiday-related printed marketing materials (posters, flyers, banners, ads, etc.)
- Company name and/or logo on carriage signage and carriage check-in location signage (December 7, 14, 15, 21, 22)
- Company name and/or logo on Santa pictures check-in area
- Company marketing materials may be handed out to carriage ride participants
- Ten complimentary tickets for carriage rides (must be scheduled in advance)

"Gingerbread" Level Sponsor $1,500

- Company name and/or logo on WillowGlen.org Holidays Page and Downtown Willow Glen's Facebook page
- Company name and/or logo on all Holiday- related printed marketing materials (posters, flyers, banners, ads, etc.)
- Company name and/or logo on carriage signage and carriage check-in location signage (December 7, 14, 15, 21, 22)
- Company name and/or logo on Santa pictures check-in area signage

"Candy Cane" Level Sponsor $500

- Company name and/or logo on WillowGlen.org Holidays page and Downtown Willow Glen's Facebook page
- Company name and/or logo on all Holidays related printed marketing materials (posters, flyers, banners, ads, etc.)

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Sponsorship Application

Company Name:	
Website:	
Address:	
Phone No.:	
Fax No.:	
Contact Person:	
Email:	
Cell Phone No.:	

PLEASE CHECK YOUR DESIRED SPONSORSHIP LEVEL:

_____ "Star on the Tree" Exclusive Presenting Level Sponsor ($3,000)

_____ "Gingerbread" Level Sponsor ($1,500)

_____ "Candy Cane" Level Sponsor ($500)

_____ _____

Signature **Date**

Return this form along with a check made out to the Willow Glen Business Association by October 26, 2012 to WGBA, 1202 Lincoln Ave, Suite 103, San Jose, CA 95125.

Thank you for your support of the Holidays in Downtown Willow Glen!

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