



Gettysburg Festival presents the
**GINGERBREAD
CELEBRATION**
& Holiday Mart

The fourth-annual *Gingerbread Celebration and Holiday Mart* to Benefit the Gettysburg Festival and Survivors, Inc. will be housed at its new home: the Gettysburg Campus of Harrisburg Area Community College (HACC). This incredible gallery of gingerbread houses, created by area residents, chefs and artisans, is open to the public and appropriate for all ages. The event fosters community and Holiday goodwill, as well as serving as a setting for holiday shopping – and is a unique Gettysburg tradition.

Last year, 14 fabulous gingerbread houses were created over the course of several weeks by groups and individuals, far exceeding organizer’s expectations. More than 1,000 holiday shoppers, visitors and residents visited the 2012 Gingerbread Celebration, making the event a bona fide holiday season “must attend” event! Although in the early stages of planning, requests to support it through sponsorship and inclusion in the competition are already coming into Festival headquarters.

We are pleased to offer you an opportunity to be a part of this dynamic new holiday tradition.

The Gingerbread Celebration and Holiday Mart is a fundraiser for the Gettysburg Festival, a non-profit organization offering a majority of its 100+ events to the public for free every June. Your sponsorship directly supports access to the contemporary performing, visual and culinary arts throughout the Gettysburg region.

WHEN

Friday, December 6: Public Viewing and People’s Choice judging- 2 – 7 pm
Reception- 5 – 7 pm, with Live Auction beginning at 6 pm
Saturday, December 7: Public Viewing and People’s Choice judging 9 am – 4 pm
Santa arrives at 1 pm

WHERE

Harrisburg Area Community College (HACC)- Gettysburg Campus- 731 Old Harrisburg Road

MAJOR SPONSOR- Investment and Benefits:

- Your company will enjoy top billing for the event in all marketing materials and social media with up to one (1) other business – *exclusivity is available upon request*
- Prominent signage throughout the event weekend
- Vendor / marketing space for the entire event weekend
- Your business name, link and logo featured on the Gingerbread Celebration and Holiday Mart section of the Gettysburg Festival website at www.gettysburgfestival.org
- Acknowledgement in Festival e-newsletters and social media surrounding the event
- Your business name promoted in all Festival press releases and promotional e-blasts (5,000)
- Your business name being associated with holiday goodwill throughout the community. This event is designed as a local and regional holiday event
- Four (4) complimentary tickets to the opening reception, Friday, December 6 (\$100 value)

Investment: \$1,500

GINGERBREAD AMATEUR/ PRO COMPETITION PRIZE SPONSOR- Investment and Benefits:

- Underwriting of cash prizes for each entry category
- Your company representative invited to present prizes to the winning gingerbread creations on Saturday, December 7th
- Prominent signage throughout the event weekend
- Your business name, link and logo featured on the Gingerbread Celebration and Holiday Mart section of the Gettysburg Festival website at www.gettysburgfestival.org
- Acknowledgement in Festival e-newsletters and social media surrounding the event
- Your business name promoted in all Festival press releases and promotional e-blasts (5,000)
Your business name being associated with holiday goodwill throughout the community. This event is designed as a local and regional holiday event

Investment: \$1,000

GINGERBREAD BUSINESS CHALLENGE SPONSOR- Investment and Benefits:

- Your business name and company logo featured on annual traveling trophy – “The Ginger”
- Prominent signage throughout the event weekend
- Your business name, link and logo featured on the Gingerbread Celebration and Holiday Mart section of the Gettysburg Festival website at www.gettysburgfestival.org
- Acknowledgement in Festival e-newsletters and social media surrounding the event
- Your business name promoted in all Festival press releases and promotional e-blasts (5,000)
Your business name being associated with holiday goodwill throughout the community. This event is designed as a local and regional holiday event

Investment: \$1,000

OPENING RECEPTION SPONSOR - Investment and Benefits:

- Showcase your culinary artistic talents to upscale consumers and business decision makers at the *Gingerbread Celebration* reception and auction.
- Exclusivity given to sponsor of the Tapas offerings, dessert and beverage offerings.
- Your business name, link and logo featured on the Gingerbread Celebration and Holiday Mart section of the Gettysburg Festival website at www.gettysburgfestival.org
- Acknowledgement in Festival e-newsletters and social media surrounding the event
- Your business name promoted in all Festival press releases and promotional e-blasts (5,000)
- Your business name being associated with holiday goodwill throughout the community. This event is designed as a local and regional holiday event

Investment: Tapas offerings, dessert offerings or beverage offerings for up to 150 ticketed guests