



Whitehall Area Chamber of Commerce presents:
Whitehall Area Tree Lighting Ceremony
Thursday, November 18th, 2021

Location: Lehigh Valley Mall (Lower Level, Macy's Wing)

Tis' the season! Let's spread our holiday cheer by kicking off the holiday season with the first Tree Lighting of the Lehigh Valley! The Whitehall Area Tree Lighting Ceremony will take place at the Lehigh Valley Mall on November 18th from 5:30-7 PM! Enjoy the holiday spirit with seasonal music, a magical tree lighting, raffles and Santa himself. The mall will remain open until 8:00 PM for any early bird holiday shoppers.

Audience: Whitehall Area and Lehigh Valley business and community leaders will along with their families. Be a part of the tradition! **Marketing to over 5,000 people!**

Available Sponsorship Opportunities:

Presenting Sponsor: \$1000 Chamber Rate | \$2000 Future Member Rate

- Prominent recognition as the Presenting Sponsor on the 2021 Tree Lighting on all marketing (example: "Whitehall Area Chamber and [__your business name here__] presents...") poster
- Highest prominence recognition as Presenting Sponsor on promotional materials
- Logo included on all marketing materials
- Pull Up Banner displayed in central location near stage during the event
- Recognition as Presenting Sponsor over the public address system
- Business/Company mention in the press release and on all promotional materials as the Presenting Sponsor
- Opportunity for quote in Press Release
- Optional: Grand Prize Raffle basket on behalf of your business – last to be raffled off
- Opportunity to address the crowd for 2-3 minutes
- Social Media mentions and tags on event page, as well as recognition on Lehigh Valley Chamber's event page.

Tree Lighting Sponsor: \$750 Chamber Rate | \$1000 Future Member Rate

- Recognition as a Tree Lighting Sponsor over the public address system
- Logo included on all marketing materials
- Business/Company mention in the press release and on all promotional materials
- Social Media mentions and tags on event page, as well as recognition on Lehigh Valley Chamber's event page.

Christmas "Giveaway" Sponsor: (1 of 2 AVAILABLE) \$500 Chamber Rate | \$700 Future Member Rate

- Recognition as the Christmas Giveaway over the public address system
- Sponsorship will cover the purchase of gift cards to area restaurants as giveaways at the event
- Logo included on all marketing materials
- Business/Company mention in the press release and on all promotional materials
- Social Media mentions and tags on event page, as well as recognition on Lehigh Valley Chamber's event page.

Hot Chocolate Sponsor: (SOLD – BB&T) \$300 Chamber Rate | \$600 Future Member Rate

- Recognition as the Hot Chocolate Sponsor over the public address system
- Logo included on all marketing materials
- Logo on hot chocolate kits to attendees at the event (hot chocolate packets, candy canes, marshmallows, etc.)

- ~~• Business/Company mention in the press release and on all promotional materials~~
- ~~• Social Media mentions and tags on event page, as well as recognition on Lehigh Valley Chamber's event page.~~

Santa's Helper Sponsor: \$125 Chamber Rate | \$250 Future Member Rate

- Recognition as a Santa's Helper Sponsor over the public address system
- Logo included on all marketing materials
- Business/Company mention in the press release and on all promotional materials
- Social Media mentions and tags on event page, as well as recognition on Lehigh Valley Chamber's event page.

Supporting Sponsor: \$50 Chamber Rate | \$100 Future Member Rate

- Recognition as a Supporting Sponsor over the public address system
- Vendor Booth at the Christmas Fair

Raffle Basket Sponsor: \$25

With your \$25 sponsorship, we will purchase the items for the basket and theme it based on your preference or what your business is.

- Recognition as a Raffle Basket Sponsor when calling the specific basket you sponsored
- OPTIONAL: Marketing items to be included in basket (must be provided prior to event)

For more information about sponsorship opportunities, contact Jessica O'Donnell at jessicao@lehighvalleychamber.org or Kylie Adams-Weiss at kyliea@lehighvalleychamber.org.
