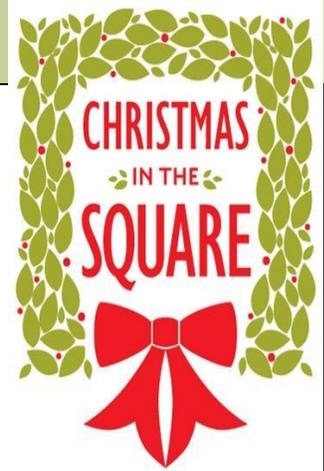


CHRISTMAS IN THE SQUARE

The largest, choreographed holiday lights and music spectacular in North Texas is held each year in Frisco Square. Visitors drive or stroll through the streets of Frisco Square and enjoy the shops, restaurants and holiday displays starting November 23rd and into January. Most weekend events and activities are free and are aimed to please everyone. In December the crowds really come out to enjoy special highlights like the snow slide, a parachuting Santa, carriage rides, visits with Santa, a trackless train, and the 2nd Annual Skate the Square outdoor Ice Rink. Christmas in the Square 2011 was enjoyed by more than 650,000 visitors.



Presenting Sponsors 2 at \$25,000.00

- ◆ **44 days** of promotional and advertising PSA announcements for your company for your company during music piped through speakers around the square and on radio station
- ◆ **Prominent listing** as presenting sponsor above other levels on poster, in advertising, on press releases, web site, newsletter, and logo on a large banner across Coleman Blvd.

Snow Slide Special Attraction Sponsors \$15,000.00

- ◆ **44 days** of promotional and advertising PSA announcements for your company during the holiday music piped through speakers around the square and on radio station
- ◆ **Exclusive** sponsor of the giant 3 lane Snow Slide on December 15th

Wreaths and Holly Berry Sponsors 4 at \$3,000.00

- ◆ Your Company can provide a **10x10** booth to demonstrate your business or products on our special event Saturday: Dec. 15th. Booth space is located on our Event Pad in the heart of all activities. A Vendor Agreement is required.

Reindeer Special Attraction Sponsors 5 at \$5,000.00

- ◆ Select from Carriage Rides, Trackless train, Parachuting Santa, Music to Lights Show, or Snow Machines
- ◆ Businesses can select exclusive sponsorship for an activity of their choice or may co-sponsor an activity, please ask for more details.

Santa's Special Attraction Sponsors multiple at \$2,500.00

- ◆ **Company Logo sign** displayed near visits with Santa, the Model Railroad Train display or an exclusive sponsorship of the Balloon Glow

All Level Sponsors at \$5,000.00 or above also receive:

- ◆ Company Logo on press releases to major DFW media and Frisco local media
- ◆ Company Logo on advertising, posters, (**Deadline Oct 1st for poster design) event signage and promoted via newsletters, in social media, and recognition all year on the event's page on friscosquare.com

Elf Sponsor \$1,000.00

- ◆ Company Name only on a *Thanks to our Sponsors* banner near Coleman Blvd.



**FRISCO
SQUARE**

LIGHT POLE BANNERS

Light Pole Banners may be used for advertising between events for a daily fee plus the cost of creating the banner; and advertisers may provide their own banners with approval.

Frisco Square offers this unique opportunity at specific times of the year.

Special Event Pricing

Coleman Boulevard 14 Banners @ \$100 a day:

Arts in the Square [10 days]	\$1,000.00
Music in the Square [8 weeks]	\$5,600.00
Gary Burns Fun Run [4 weeks]	\$2,800.00
Christmas in the Square [10 weeks]	\$9,000.00

Frisco Square Boulevard 25 Banners @ \$100 a day:

Arts in the Square [10 days]	\$1,000.00
Music in the Square [8 weeks]	\$5,600.00
Gary Burns Fun Run [4 weeks]	\$2,800.00
Christmas in the Square [10 weeks]	\$7,000.00

World Cup Way 3 Banners @ \$25 a day:

Arts in the Square [10 days]	\$250.00
Music in the Square [8 weeks]	\$1,400.00
Gary Burns Fun Run [4 weeks]	\$700.00
Christmas in the Square [10 weeks]	\$1,750.00

Church Street 9 Banners @ \$75 a day:

Arts in the Square [10 days]	\$750.00
Music in the Square [8 weeks]	\$4,200.00
Gary Burns Fun Run [4 weeks]	\$2,100.00
Christmas in the Square [10 weeks]	\$5,250.00

Library Street 9 Banners @ \$75 a day:

Arts in the Square [10 days]	\$750.00
Music in the Square [8 weeks]	\$4,200.00
Gary Burns Fun Run [4 weeks]	\$2,100.00
Christmas in the Square [10 weeks]	\$5,250.00

Page Street 10 Banners @ \$50 a day:

Arts in the Square [10 days]	\$500.00
Music in the Square [8 weeks]	\$2,800.00
Gary Burns Fun Run [4 weeks]	\$1,400.00
Christmas in the Square [10 weeks]	\$3,500.00



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