

Frisco Square, Events for Everyone

In the heart of Frisco, Texas
lies a one of a kind development we call
FRISCO SQUARE.

Anchored by City Hall, Pizza Hut Park and the Cinemark Frisco Square *NextGen* movie theatre, Frisco Square serves as a town center for the City of Frisco. Within this uniquely planned master development, is a pedestrian-friendly mix of retail shops, office space, luxury town homes, apartments homes, and award winning restaurants that give our live, work, play lifestyle its meaning.

Due to our location and near-by attractions, Frisco Square welcomed over 4 million visitors in 2010. In 2009 the City of Frisco was recognized as the nation's fastest growing city in North Texas, with young professionals and families relocating to this area all the time. Frisco Square emphasizes family-friendly events, while fostering a positive relationship within our community. Our large-scale **annual events** win *Best Community Event* and *Best of Frisco* awards, year after year, and draw in hundreds of thousands of people.

Become an event sponsor with Frisco Square and enjoy the value of gaining attention for your business or product by participating in high-quality, annual events, while gaining large scale exposure on television, print, social media sites, and the internet. Enjoy the benefits of continuous sponsor recognition through our website, weekly and monthly newsletters, customized press releases, facebook posts, and twitter news. All these media efforts have produced the positive attention and attendance that we enjoy at **every event**.

Frisco Square event sponsors receive visibility and every day exposure by participating in our annual events. There are options to receive designation throughout all of our major events, while also promoting our relationship through your own connections, or sponsor a single event and the benefits you get are concentrated into that one time of the year that meets your marketing needs.

For more information contact

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**FRISCO
SQUARE**

Proud Recipient 2010
Community Catalyst



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 the end of November 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 popular snow slide, a parachuting Santa, weekend carriage rides, visit with Santa, a hot air balloon glow, a trackless train, and much more. Christmas in the Square was enjoyed by more than 500,000 visitors to Frisco Square.



Presenting Sponsors 2 at \$50,000.00 5 at \$20,000.00

10 weeks of promotional and advertising **PSA** announcements for your company via the daily music in the square *new feature*

- ◆ Passes to carriage rides
- ◆ Company logo on a huge banner across Coleman Blvd. and prominent location signage
- ◆ Company logo on all press releases to major DFW media and Frisco local media
- ◆ Prominent banner ad created and displayed on friscosquare.com during the event
- ◆ Company logo on all advertising, posters, and signage and promote via newsletters and social media - recognition all year on the event's page on friscosquare.com

North Pole Sponsors \$15,000.00

10 weeks of promotional and advertising **PSA** announcements for your company via the daily music in the square *new feature*

1 sign or banner displayed at the special attraction (2 weekends of the carriage rides, or exclusive sponsorship of the snow slide)

- ◆ Passes to carriage rides
- ◆ Company logo on press releases to major DFW media and Frisco local media
- ◆ Banner ad on friscosquare.com during the event
- ◆ Company logo on advertising, posters, and signage and promote via newsletters and social media and recognition all year on the event's page on friscosquare.com

Santa's Sponsors at \$5,000.00

1 sign displayed at the special attraction of your selection (weekend of the carriage rides, trackless train, or visit with Santa)

- ◆ Company logo on press releases to major DFW media and Frisco local media
- ◆ Company logo on advertising, posters, and signage and promote via newsletters and social media and recognition all year on the event's page on friscosquare.com

Reindeer Sponsor \$2,500.00

1 sign located at the special attraction of your selection (Parachuting Santa, a night of the carriage rides, trackless train, or visit with Santa)

- ◆ Company name on advertising, posters, and signage and promote via newsletters and social media and recognition all year on the event's page on friscosquare.com

Elf Sponsor \$1,000.00

1 Company name on a *Thanks to our Sponsors* banner



**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 16 Banners @ \$100 a day:

Arts in the Square [10 days]	\$1,000.00
Jazz in the Square [8 weeks]	\$5,600.00
Gary Burns Fun Run [4 weeks]	\$2,800.00
Christmas in the Square	Not Available

Frisco Square Boulevard 18 Banners near Cinemark and Library @ \$100 a day:

Arts in the Square [10 days]	\$1,000.00
Jazz 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

Church Street 9 Banners @ \$75 a day:

Arts in the Square [10 days]	\$750.00
Jazz 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
Jazz 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
Jazz 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



**FRISCO
SQUARE**

ARTS IN THE SQUARE

Thousands of art lovers attend this successful, annual, spring art show when Frisco Square transforms into an outdoor fine art gallery. This juried fine arts festival features over 100 of the best national and regional artists selling their original creations. The artists compete in 2D Mixed Media, 3D Mixed Media, Fiber art, Acrylics, Ceramics, Drawings, Pastels, Glass, Sculpture, Jewelry, Leather, Metalwork, Oil, Photography, Watercolor, and Wood. During this 2-day festival there are on-going performing arts, interactive children's activities, live music, shopping, and great food or snacks from award-winning restaurants and specialty shops. Arts in the Square was enjoyed by 12,000 visitors to Frisco Square.



Presenting Sponsors \$50,000.00 or 2 at \$25,000.00

Invitations to the reception

PSA announcements via the daily music in the square

2 autographed art pieces

- ◆ Company logo on banner across Coleman Blvd. and prominent location signage
- ◆ Company logo on press releases to major DFW media and Frisco local media
- ◆ Banner ad on friscosquare.com during the event
- ◆ Company logo on advertising, posters, and signage and promote via newsletter and social media and recognition all year on the events page on friscosquare.com
- ◆ Designated booth space to display or demonstrate items (subject to approval)

Gallery Sponsors \$10,000.00

Invitations to the reception

PSA announcements via the daily music in the square

1 autographed art piece

- ◆ Recognition at one performance stage
- ◆ Company logo on press releases to major DFW media and Frisco local media
- ◆ Company logo on advertising, posters, and signage and promote via newsletter and social media and recognition all year on the events page on friscosquare.com
- ◆ Designated booth space to display or demonstrate items (subject to approval)

Creative Sponsors \$5,000.00

Invitations to the reception

- ◆ Company logo near either artist's hospitality area or children's play area
- ◆ Promoted via newsletter and social media - company name listed on events page

Friend of the Arts \$1,000.00

1 Company name on a *Thanks to our Sponsors* sign



FRISCO
SQUARE

JAZZ IN THE SQUARE

Our 1st annual Jazz in the Square event kicks off this summer on Friday evenings during June and July with live, outdoor concerts between 7 - 8:30 pm. Sponsor an evening of Jazz and gain exposure to thousands of Frisco Square guests who will enjoy nights filled with sounds from unique, blues and jazz musicians and lawn seating under the stars.

For eight performances our community will enjoy this free, concert series. Frisco Square invites you to participate with us as we bring a lineup of talented musical appearances from Frisco School of Music Jazz Combo, Official Texas Jazz Orchestra, Cross Bridge, Collin College Jazz, The Rebel Alliance Big Band, TI Jazz Band, Hunter Sullivan Big Band, and Imperial Brass.



Presenting Sponsors \$20,000.00 or 2 at \$10,000.00

8 weeks of PSA announcements via the daily music in the square

- ◆ Exclusive recognition near the performance stage for all 8 nights including an announcement from stage before musicians begin playing
- ◆ Company logo on banner across Coleman Blvd. and prominent location signage
- ◆ Company logo on press releases to major DFW media and Frisco local media
- ◆ Banner ad on friscosquare.com during the event
- ◆ Company logo on advertising, posters, and signage and promote via newsletter and social media and recognition all year on the events page on friscosquare.com
- ◆ Designated booth space to display or demonstrate items (subject to approval)

10 reserved parking spaces at events

Dixieland Performance Sponsors Available for 4 Evenings \$7,500.00

4 weeks of PSA announcements via the daily music in the square

- ◆ Recognition near the performance stage including an announcement from stage
- ◆ Please select June or July
- ◆ Company logo on press releases to major DFW media and Frisco local media
- ◆ Banner ad on friscosquare.com during the event
- ◆ Company logo on advertising, posters, and signage and promote via newsletter and social media and recognition all year on the events page on friscosquare.com

5 reserved parking spaces at events

Soul Performance Sponsors 8 Available for 1 Evening \$2,500.00

1 Friday evening in June or July to be the *Soul* performance sponsor including an announcement from stage

- ◆ Company name on press release to major DFW media and Frisco local media and promote via newsletter, facebook, twitter
- ◆ Company name recognition all year on the events page on friscosquare.com

Ragtime Sponsor \$1,000.00

1 Company name on a *Thanks to our Sponsors* sign



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