



Sponsorship Levels

Benefits listed below are intended to present an idea of what's possible. We are happy to work with you to customize a benefits package that best suits your business's needs.

Event Underwriter \$5,000 cash contribution (limited to 3)

Benefits Include:

- Exclusive promotion as event underwriter in all event promotional materials and advertising
- Opportunity for product sampling and high visibility presence at event
- Opportunity for exclusive e-marketing campaign to our shoppers
- Up to 10 Tweets and/or Facebook promotions
- Logo featured on website with hyperlink
- Recognition as Event Underwriter on event sponsor materials
- Prominent recognition in sponsor thank you Burlington Free Press ad
- 4 Tickets to Shop Early
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Cashmere Sponsor \$4,000+ cash/in-kind

Benefits include:

- Premiere logo placement in most event promotional materials and advertising
- Opportunity for product sampling at event
- Up to 6 Tweets and/or Facebook promotions
- Logo on website with hyperlink
- Recognition as Cashmere sponsor on event sponsor materials
- Prominent recognition in sponsor thank you Burlington Free Press ad
- 3 tickets to Shop Early

Silk Sponsor \$3,000+ - cash/in-kind

Benefits include:

- Logo placement in most event promotional materials
- Up to 4 Tweets and/or Facebook promotions
- Logo on website with hyperlink
- Recognition as Silk sponsor on event sponsor materials
- Text recognition in sponsor thank you Burlington Free Press ad
- 2 tickets to Shop Early

Wool Sponsor \$1,000+ - cash/in-kind

Benefits include:

- Recognition in some event promotional materials
- Logo on website with hyperlink
- Logo on sponsor recognition signage at event
- Text name in Burlington Free Press sponsor recognition ad
- 2 Tickets to Shop Early

Cotton Sponsor \$500+ - cash/in-kind

Benefits include:

- Logo on website
- Logo on limited event signage
- Text name in sponsor recognition ad
- 1 Ticket to Shop Early

*All Retail Partners contributing new merchandise, with a retail value of at least \$2,000, will be featured in event promotional materials. Retail Partners contributing more than \$3,000 worth of new merchandise will be prominently featured in event promotional materials and are given the opportunity to have high visibility at our event. *Bring Back partners are featured in Bring Back promotions.

*Raffle sponsors are prominently featured in raffle promotions. Raffle contributions must be valued at a minimum of \$500.