

SPONSORSHIP GUIDE



WAREHOUSE *wonderland*

December 4 – 8, 2024

PRESENTED BY



CREATIVE CONCEPTS
EVENT PLANNING, MANAGEMENT & DESIGN

WAREHOUSE WONDERLAND FESTIVAL OVERVIEW

Warehouse Wonderland aims to create a unique experience by simultaneously celebrating the best aspects of winter while supporting local entrepreneurs. It is an annual immersive winter wonderland experience that brings the Regina community into the Warehouse District. This all-ages festival will highlight local talent through food, art, music and Regina's culture, heritage, and traditions. From shopping, to workshops, free kids activities, Christmas movies and wagon rides - it's a family affair!

Our programming includes workshops, free entertainment, ticketed events, and a holiday market. The workshops will focus on seasonal holiday food, baking, beverages, plants, and art. We will have a variety of entertainment such as holiday movies, music, wagon rides, Indigenous story telling,

outdoor firepits, and Santa appearances. The ticketed events include photos with Santa, a holiday brunch, and some walk up workshops. Our Warehouse Wonderland Market will follow the pattern of our annual holiday market featuring approximately 18-20 local artisans.

This festival is a collaboration between Local Market and Creative Concepts Events relying on the support from various local businesses and associations such as Local Market vendors and tenants, volunteers, sponsorship from the Warehouse District and other potential community driven sponsors.

Our purpose is to build a positive and fun experience for the community and celebrate Regina Warehouse District's winter story, culture, heritage and traditions. Our event focuses on inclusivity and accessibility to participate in a variety of activities for all ages and abilities as well as free programming available to the public.

We will create a magical holiday ambiance with string lights both inside and outside, several Christmas trees lit up and decorated, and outdoor firepits. We will have free hot chocolate available and Christmas carollers throughout the festival. Guests will always have the opportunity to warm up with a combination of indoor and outdoor activities.

Our community will benefit from this event through educational workshops, holiday programing, cultural and holiday-focused entertainment, and an opportunity to connect with others in our community. We will promote awareness and business for local entrepreneurs through various means such as the Warehouse Wonderland Market, interactive workshops, collaboration, entertainment, and dining.

We are very excited to host this community event and hope we can count on the support of local business like yours to help it reach its full potential.

FOR MORE INFORMATION OR TO SPONSOR THIS EVENT

Please contact Tim or Jennifer at:

Tim Schultz (306) 861-0487 info@localmarketyqr.ca or
Jennifer Santbergen (306) 530-4316 jennifer@creativeconceptsevents.ca

SPONSORSHIP & EXPERIENCE OPPORTUNITIES

COMMUNITY HOLIDAY SPIRIT SUPPORTER

\$10,000 - EXCLUSIVE

BENEFITS INCLUDE

- Corporate recognition as the exclusive community holiday spirit sponsor;
- Remarks by Sponsor spokesperson at kickoff of event;
- Logo on PowerPoint presentation prior to movies starting at Christmas movie nights;
- Corporate logo on event poster posted on web site;
- Logo Acknowledgment of sponsorship on event signage posted at Local Market;
- Corporate logo on daily program schedule;
- Special recognition on all promotional materials and social media;
- Access to event promotional graphics to share on social media and in your network;
- Local Market and Creative Concepts social media support in promotion and shared posts where tagged @localmarketyqr | @creativeconceptsevents ;
- Pre-event e-blast to all followers;
- Post-event thank you e-blast to supporters.
- 2-Day Room Rental Discount (\$3,000 Value) in one of the event rooms at Local Market when booked in Jan, Feb or March, 2024

DECK THE HALLS - DECOR SUPPORTER

\$6,000 - EXCLUSIVE

BENEFITS INCLUDE

- Corporate recognition as the exclusive community holiday spirit sponsor;
- Remarks by Sponsor spokesperson at kickoff of event;
- Logo on PowerPoint presentation prior to movies starting at Christmas movie nights;
- Corporate logo on event poster posted on web site;
- Logo Acknowledgment of sponsorship on event signage posted at Local Market;
- Corporate logo on daily program schedule;
- Special recognition on all promotional materials and social media;
- Access to event promotional graphics to share on social media and in your network;
- Local Market and Creative Concepts social media support in promotion and shared posts where tagged @localmarketyqr | @creativeconceptsevents ;
- Pre-event e-blast to all followers;
- Post-event thank you e-blast to supporters.
- 1-Day Room Rental Discount (\$1,500 Value) in one of the event rooms at Local Market when booked in Jan, Feb or March, 2024

HEART OF THE HOLIDAYS – ENTERTAINMENT SPONSOR

\$4,000 - CHOOSE FROM SEVEN OPTIONS:

1) LIVE MUSIC PERFORMANCES

Corporate logo recognition on signage throughout multiple performances;

2) CAROLERS

Corporate logo recognition on signage throughout multiple performances;

3) HOLIDAY MOVIE NIGHT

- Logo on PowerPoint presentation prior to movies starting at Holiday movie night;
- Corporate logo recognition on signage throughout movie night;

4) HORSE DRAWN WAGON RIDES

Corporate banner signage provided by sponsor to be displayed on wagon during rides;

5) MAPLE TAFFY MAKING

Corporate logo recognition on signage at station during taffy making;

6) INDIGENOUS STORYTELLING

Corporate logo recognition on signage at setup throughout event with story times;

7) SANTA CLAUS APPEARANCES

- Verbal acknowledgment by Santa at surprise appearances;
- Opportunity to have Santa giveaway corporate branded swag to up to 400 + kids;

BENEFITS INCLUDE

- Corporate logo on program schedule with experience offered;
- Recognition on social media posts about experience sponsoring;
- Corporate logo posted with experience sponsoring on web site;
- Logo Acknowledgment of sponsorship on event signage posted at Local Market;
- Access to event promotional graphics to share on social media and in your network;
- Local Market and Creative Concepts social media support in promotion and shared posts where tagged @localmarketyqr | @creativeconceptsevents ;
- Pre-event e-blast to all followers;
- Post-event thank you e-blast to supporters.

FESTIVE SPACE SPONSOR

\$2,000 - CHOOSE FROM SIX EXCLUSIVE OPTIONS:

1) KIDS ZONE & COOKIE DECORATING

Corporate logo recognition on signage at location as exclusive sponsor;

5) OUTDOOR LIGHTS

Corporate logo recognition on signage outdoors as exclusive sponsor of lights;

<p>2) SNOW ZONE Corporate logo recognition on signage at outdoor location as exclusive sponsor;</p> <p>3) FIREPITS Corporate logo recognition on signage at outdoor location as exclusive sponsor of firepit;</p> <p>4) HOT CHOCOLATE STATION Corporate logo recognition on signage at location as exclusive sponsor of station;</p>	<p>6) WINTER WONDERLAND CAFÉ Corporate logo recognition on signage at location as exclusive sponsor;</p> <p>BENEFITS INCLUDE</p> <ul style="list-style-type: none"> • Logo Acknowledgment of sponsorship on event signage posted at Local Market; • Recognition on social media posts about experience sponsoring; • Access to event promotional graphics to share on social media and in your network; • Local Market and Creative Concepts social media support in promotion and shared posts where tagged @localmarketyqr @creativeconceptsevents ; • Pre-event e-blast to all followers; • Post-event thank you e-blast to supporters.
<p>CURATING CHRISTMAS - TREE DECORATING CONTEST \$1,000</p>	<p>BENEFITS INCLUDE</p> <ul style="list-style-type: none"> • Logo acknowledgment on signage displayed at Christmas trees used for decorating contest, displayed and voted on during the full week of festival; • Verbal recognition during decorating of trees on Dec. 1, 2024. • Recognition listed on website; • Access to event promotional graphics to share on social media and in your network; • Local Market and Creative Concepts social media support in promotion and shared posts where tagged @localmarketyqr @creativeconceptsevents ; • Post-event thank you e-blast to supporters.
<p>EVENT SUPPORTER \$500</p>	<p>BENEFITS INCLUDE</p> <ul style="list-style-type: none"> • Recognition listed on website; • Logo Acknowledgment of sponsorship on event signage posted at Local Market; • Access to event promotional graphics to share on social media and in your network; • Local Market and Creative Concepts social media support in promotion and shared posts where tagged @localmarketyqr @creativeconceptsevents ; • Post-event thank you e-blast to supporters

Sponsorship payments accepted by:

E-transfer info@localmarketyqr.ca (auto deposit), Cheque, or Credit Card

If paying by cheque, please make payable to:

Local and Fresh

Unit 106, 1377 Hamilton Street, Regina, SK. S4R 2B6

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presented by LOCAL MARKET & CREATIVE CONCEPTS EVENTS