



SPONSORSHIP OPPORTUNITIES

Saturday, November 19, 2011 • The Palladium @ South Side Events Center

Becoming a sponsor of the 2011 Jingle Bash, one of Dallas' most beloved and popular art/craft shows, is a great way to reach thousands of supporters of art, craft, and independent-minded businesses.

WEB PRESENCE

(as of June 2011)

Blog - 267 followers and 66,300 visitors

Facebook - 1,219 Friends

Twitter - 4,490 Followers

BASH STATS

Jingle Bash attendance last year - 3,500+ shoppers

Mailing List - 3,100 Subscribers

Demographics 75% Female ; 75% age 21-45; 50% household income over \$40,000

SPONSORSHIP PACKAGES

DEADLINES

- **September 1:** Last deadline for print-ready artwork due for all printed materials (flyers, posters, banner, Bash Bags™)
- **October 31:** Bash Bag™ promotional items due
- **November 19:** 4th Annual Jingle Bash!

Elf . FREE

- Include 50 promotional items in our popular Bash Bags™ to promote your business (see disclaimer below)
- Business name and link included in Bash Bags™ spotlight blog post

Dasher . \$75

- 125x125 pixel logo + link posted on our [Sponsors page](#) to stay up through the end of December 2011
- At least one mention of sponsorship on our [Facebook](#) and [Twitter](#)
- Include 50 promotional items in our popular Bash Bags™ to promote your business (see disclaimer below)
- Business name and link included in Bash Bags™ spotlight blog post

Rudolph . \$200

- Full-color logo printed on a banner posted prominently at the 2011 Jingle Bash
- At least one mention of sponsorship on our [Facebook](#) and [Twitter](#)
- 125x125 pixel logo + link posted on our [blog](#) to stay up through the end of December 2011
- 125x125 pixel logo + link posted on our [Sponsors page](#) to stay up through the end of December 2011
- Include 50 promotional items in our popular Bash Bags™ to promote your business (see disclaimer below)
- Business name and link included in Bash Bags™ spotlight blog post

Frosty . \$500

- Spotlight feature on our [blog](#) to run right before the 2011 Jingle Bash
- Logo included in email marketing and printed promotional materials
- Listed as "Official Sponsor" in our multi-tiered marketing campaign

- Full-color logo printed on a “Sponsor Banner” posted prominently at the 2011 Jingle Bash
- At least one mention of sponsorship on our [Facebook](#) and [Twitter](#)
- 125x125 pixel logo + link posted on our [blog](#) to stay up through the end of December 2011
- 150x150 pixel logo + link posted on our [Sponsors page](#) to stay up through the end of December 2011
- Include 50 items in our popular Bash Bags™ to promote your business
- Business name and link included in Bash Bags™ spotlight blog post

Santa . \$1,000

- Set up your own 6” table at the 2011 Jingle Bash to promote your business to 4,000+ shoppers
- One-color logo printed on our collectible Bash Bags™ to be given to the first 50 shoppers
- Logo + link posted on our [Home page](#) to stay up through the end of December 2011
- Spotlight feature on our [blog](#) to run right before the 2011 Jingle Bash
- Logo included in email marketing and printed promotional materials
- Listed as “Official Sponsor” in our multi-tiered marketing campaign
- Full-color logo printed on a “Sponsor Banner” posted prominently at the 2011 Jingle Bash
- At least one mention of sponsorship on our [Facebook](#) and [Twitter](#)
- 125x125 pixel logo + link posted on our [blog](#) to stay up through the end of December 2011
- 350x150 pixel logo banner + link posted on our [Sponsors page](#) to stay up through the end of December 2011
- Include 50 promotional items in our popular Bash Bags™ to promote your business (see disclaimer below)
- Business name and link included in Bash Bags™ spotlight blog post

Make & Take Sponsor: FREE (limited availability)

- Logo + link posted on our [home page](#), [blog](#) and our [Sponsors page](#) to stay up through the end of December 2011
- Spotlight feature on our [blog](#) to run right before the 2011 Jingle Bash
- Logo included in email marketing and printed promotional materials
- Listed as “Make& Take Sponsor” in our multi-tiered marketing campaign
- Full-color logo printed on a “Sponsor Banner” posted prominently at the 2011 Jingle Bash
- At least one mention of sponsorship on our [Facebook](#) and [Twitter](#)
- Include 50 promotional items in our popular Bash Bags™ to promote your business (see disclaimer below)
- Business name and link included in Bash Bags™ spotlight blog post

MAKE & TAKE SPONSOR GUIDELINES

- Must provide 2-3 FREE craft projects for approximately 1,000 participants (*All projects must be pre-approved by Bash staff, and may not be offensive, controversial or overly religious in nature.*)
- Must arrive by 10am, be set up before shoppers arrive, and stay the entire time (no shutting down early)
- Must staff your own Make & Take booth. Jingle Bash volunteers will not be able to assist you
- We encourage you to promote your business, take custom orders, and collect names and emails for your own future use
- Direct selling of product is prohibited
- Must pay \$100 deposit, to be refunded after the Jingle Bash if all guidelines have been met

ABOUT OUR BASH BAGS™

Bash shoppers expect quality handmade promos in our coveted, limited-edition Bash Bags™. They’ve been known to [wait in line a full 3 hours before doors open](#) in order to secure one! Promote your business by providing 50 or more handmade/business promos, including but not limited to: product samples, magnets, bookmarks, pin, pencils, earrings, bobby pins, etc. Non-handmade promos may be accepted from local indie and art-related businesses. Business cards and coupons *alone* are not acceptable promos. The Jingle Bash reserves the right to approve all Bash Bag™ promotional items.