

2020 Herndon WinterMarkt Sponsorship Summary



Events

In lieu of a traditional European Christmas market, the Herndon WinterMarkt will be hosting the following special events in 2020:

- ☞ **WinterPlatz** – Local merchants celebrate the spirit of the season by offering European and holiday specials the weekend that was originally slated for WinterMarkt. While not a traditional Christmas market, this nod to WinterMarkt will bring an air of festivity to historic Herndon, complete with piped in holiday music all around town square. Merry-makers can even pick up WinterMarkt swag, including collectible 2020 Glühwein mugs!
- ☞ **MarketPlatz** – A virtual marketplace that provides loyal WinterMarkt followers with ample opportunity to stock up on festive favorites! From local creations to European delicacies, MarketPlatz is the place to shop this holiday season. Continue the holiday celebration by enjoying online entertainment, learning about European traditions and discovering all that Herndon has to offer this holiday season.

Date	WinterPlatz ~ December 11-13 <i>MarketPlatz ~ online from October – December</i>
Time	WinterPlatz ~ Regular Hours of Local Merchants <i>MarketPlatz ~ online 24x7</i>
Location	WinterPlatz ~ Historic Downtown Herndon <i>MarketPlatz ~ WinterMarkt website</i>
Audience	Families and Individuals of All Ages
Hosted by	Herndon Chamber of Commerce
Summary	After a banner inaugural year, a modified Herndon WinterMarkt returns in 2020 to great anticipation! Over 11,000 people followed the 2019 WinterMarkt on Facebook, and the event received glowing reviews in the press. Despite being a new event with less than perfect weather, approximately 7,400 merry-makers joined the festivities and enjoyed European delicacies, warm beverages, handcrafted wares and lively entertainment. In lieu of a traditional Christmas market in 2020, WinterMarkt will host WinterPlatz and MarketPlatz so that its loyal followers can enjoy WinterMarkt food, festivities and shopping all season long!

Media

Highlights of previous news coverage include the following:

HCTV: <https://www.facebook.com/watch/?v=1093521820979770>

Connection: <http://www.connectionnewspapers.com/news/2019/dec/17/herndon-wintermarkt-debuts-crowds/>

Patch: <https://patch.com/virginia/herndon/herndon-wintermarkt-gets-noticed-german-embassy>

Social Media



www.facebook.com/HerndonWinterMarkt



www.HerndonWinterMarkt.com



www.twitter.com/HWinterMarkt



www.instagram.com/HerndonWinterMarkt

Contact



Sponsors@HerndonWinterMarkt.com or WinterMarkt@DullesChamber.org

2020 Herndon WinterMarkt

Sponsorship Levels



Sponsorship commitments must be received by November 27 in order to be included on print material.

Dresden ~ \$5,000

- ⌘ Name or logo prominently featured on Herndon WinterMarkt website and Facebook page (including hyperlinks), Herndon town sign, WinterPlatz merchant signs, WinterPlatz merchant brochures, press releases and promotional emails.
- ⌘ 10 Glühwein mugs and 10 additional WinterMarkt branded items for sponsor VIPs.
- ⌘ Advertising package including the following:
 - ~ Sponsor advertisement to be posted/promoted via WinterMarkt Facebook and Instagram accounts 4 times per month from sponsorship date through WinterPlatz weekend.
 - ~ Participation in 2 live WinterMarkt virtual events. Links to the events will be tagged at the top of WinterMarkt's Facebook page.
 - ~ 2 "call to action" social media posts that will specifically engage Dresden sponsor(s).
 - ~ Use of "Official Herndon WinterMarkt Sponsor" logo.

Frankfurt ~ \$2,500

- ⌘ Name or logo featured on Herndon WinterMarkt website and Facebook page (including hyperlinks), Herndon town sign, WinterPlatz merchant signs and WinterPlatz merchant brochures.
- ⌘ 5 Glühwein mugs and 5 additional WinterMarkt branded items for sponsor VIPs.
- ⌘ Advertising package including the following:
 - ~ Sponsor advertisement to be posted/promoted via WinterMarkt Facebook and Instagram accounts 2 times per month from sponsorship date through WinterPlatz weekend.
 - ~ Participation in 1 live WinterMarkt virtual event. Link to event will be tagged at the top of WinterMarkt's Facebook page.
 - ~ 1 "call to action" social media post that will specifically engage Frankfurt sponsor(s).
 - ~ Use of "Official Herndon WinterMarkt Sponsor" logo.

Nuremberg ~ \$1,000

- ⌘ Name or logo on Herndon WinterMarkt website and Facebook page (including hyperlinks), WinterPlatz merchant signs and WinterPlatz merchant brochures.
- ⌘ Advertising package including the following:
 - ~ Sponsor advertisement to be posted/promoted via WinterMarkt Facebook and Instagram accounts 1 time per month from sponsorship date through WinterPlatz weekend.
 - ~ Participation in 1 live WinterMarkt virtual event. Link to event will be tagged at the top of WinterMarkt's Facebook page.
 - ~ Use of "Official Herndon WinterMarkt Sponsor" logo.

To learn more about becoming a sponsor of the Herndon WinterMarkt and its affiliated events, please email Sponsors@HerndonWinterMarkt.com or WinterMarkt@DullesChamber.org.

The 2020 Herndon WinterMarkt and its affiliated events are hosted by the Herndon Chamber of Commerce.

