




# 2024 Herndon WinterMarkt

## Event Summary



### Overview

<b>Event</b>	Traditional European Holiday Market
<b>Date</b>	Saturday, December 14, 2024
<b>Time</b>	12:00pm – 7:00pm
<b>Location</b>	Historic Downtown Herndon
<b>Audience</b>	Families and Individuals of All Ages
<b>Hosted by</b>	Dulles Regional Chamber of Commerce in cooperation with the Town of Herndon
<b>Synopsis</b>	After overwhelming outreach and support in the first few years, the Herndon WinterMarkt will return in 2024 as a beloved family-friendly holiday tradition in the area! Approximately 10,000 people attend the event annually and follow the WinterMarkt all year on social media. The event has received glowing reviews in the press and has been labelled by the German Embassy as one of the most authentic markets in the US! Our merry-makers attended the festivities and enjoyed European delicacies, warm beverages, handcrafted wares and lively entertainment. Our website enhances the WinterMarkt experience, providing easy access to event details, sponsor highlights, merchant information and colorful depictions of European holiday traditions. And this is all enjoyed in the charm of downtown historic Herndon, benefitting local merchants and town alike.
<b>Media</b>	Highlights of news coverage include: <b>HCTV vendors:</b> <a href="#">Meet the Wintermarkt Vendors</a> <b>HCTV highlights:</b> <a href="https://fb.watch/cHGI55OEEh/">https://fb.watch/cHGI55OEEh/</a> <b>Connection:</b> <a href="#">Herndon WinterMarkt 2021 (connectionnewspapers.com)</a> <a href="#">Herndon Winter Market 2021 Celebrates Holiday Season (connectionnewspapers.com)</a> <b>Patch:</b> <a href="https://patch.com/virginia/herndon/herndon-wintermarkt-gets-noticed-german-embassy">https://patch.com/virginia/herndon/herndon-wintermarkt-gets-noticed-german-embassy</a>
<b>Social Media</b>	 <a href="http://www.facebook.com/HerndonWinterMarkt">www.facebook.com/HerndonWinterMarkt</a>  <a href="http://www.HerndonWinterMarkt.com">www.HerndonWinterMarkt.com</a>  <a href="http://www.instagram.com/HerndonWinterMarkt">www.instagram.com/HerndonWinterMarkt</a>
<b>Contact</b>	 <a href="mailto:Vendors@HerndonWinterMarkt.com">Vendors@HerndonWinterMarkt.com</a>

### Key Data

- 8,000 – 10,000 WinterMarkt attendees annually + over 4,000 Facebook followers for the event.
- Guests traveled from all over the DMV including but not limited to Washington DC, Maryland, Alexandria, Herndon, Reston, Fairfax, Sterling, Chantilly, Ashburn, Leesburg, Short Gap and more!
- Annually there are over 400 social media posts for the Virtual WinterMarkt with an average of 581 engagements per post and as many as 55,600 engagements on a single post.
- With the nearby Volkswagen Group America Headquarters and German Armed Forces Command military base, Herndon and the surrounding area have had a large influx of German and Austrian ex-pats who long for the comforts of home. A target market for WinterMarkt, this population has also proven to be a rich source for authentic European market vendors.
- The Embassy of the Federal Republic of Germany continues to support, participate in and promote WinterMarkt, further extending the event's reach into the community.

# 2024 Herndon WinterMarkt



## Sponsor Packages

### Platin Sponsor ~ \$11,000

#### Maximum One (1)

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Once a sponsor partnership is finalized, WinterMarkt will begin promoting its Platin Sponsors within one calendar week. This includes but is not limited to:

- ⌚ Platin Sponsor logo/name prominently featured on:
  - ⊗ Main event banner(s)\*
  - ⊗ WinterMarkt website
  - ⊗ WinterMarkt Facebook page
  - ⊗ WinterMarkt posters / fliers / window signs\*
  - ⊗ WinterMarkt online event brochure
  - ⊗ WinterMarkt press releases and calendar notices sent to media/town (sponsors to be included in final publications at the discretion of media/town)
  - ⊗ Herndon town sign (approximately one week leading up to the event; visible on Elden Street and the W&OD Trail to cars, pedestrians and bike traffic)\*
- ⌚ Platin Sponsor logo/name featured on back of collectible gluhwein mug sold to attendants and provided to top three sponsorship tiers.
- ⌚ Platin Sponsor will be only sponsor noted on banner over stage where opening ceremony and entertainment focused. Platin Sponsor also allocated five (5) minutes speaking time during WinterMarkt opening Ceremony with Town, Dulles Chamber of Commerce, German Embassy officials, and Saint Niklaus.
- ⌚ Platin Sponsor special feature on WinterMarkt website to include content and URL from Sponsor, to remain posted through 2024 (content requires approval from Herndon WinterMarkt Committee)
- ⌚ 30+ Sponsor promotions through the end of 2024 on WinterMarkt's Facebook page and/or Instagram feed including 2 Facebook LIVE or pre-recorded video posts if provided by sponsor; all content to be provided by Sponsor (content requires approval from Herndon WinterMarkt Committee)
- ⌚ Access to space for 10x10 tent for product sales, giveaways and/or promotions (sponsor must provide own tent and supplies [tent, table and chairs package available for an additional cost]; products/giveaways require WinterMarkt Committee approval; sponsor must adhere to local health, safety and business regulations)\*
- ⌚ Use of "Official 2024 Herndon WinterMarkt Sponsor" logo

In addition, Platin Sponsor will benefit from VIP status which includes:

- ⌚ 50 official WinterMarkt Glühwein mugs
- ⌚ 50 Glühwein/beer tickets
- ⌚ 50 bratwurst meal or equivalent tickets

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## Gold Sponsor ~ \$8,000

Maximum Four (4)

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Once a sponsor partnership is finalized, WinterMarkt will begin promoting its Gold Sponsors within one calendar month. This includes but is not limited to:

- ⌘ Gold Sponsor logo/name prominently featured on:
  - ⌘ Main event banner(s)\*
  - ⌘ WinterMarkt website
  - ⌘ WinterMarkt Facebook page
  - ⌘ WinterMarkt posters / fliers / window signs\*
  - ⌘ WinterMarkt online event brochure
  - ⌘ WinterMarkt press releases and calendar notices sent to media/town (sponsors to be included in final publications at the discretion of media/town)
  - ⌘ Herndon town sign (approximately one week leading up to the event; visible on Elden Street and the W&OD Trail to cars, pedestrians and bike traffic)\*
- ⌘ Gold Sponsor will be only sponsor noted on banner over other single main area as selected with WinterMarkt committee and Sponsor (e.g., Beverage Tent, Entrance tent, Kinder Corner).
- ⌘ Gold Sponsor special feature on WinterMarkt website to include content and URL from Sponsor, to remain posted through 2024 (content requires approval from Herndon WinterMarkt Committee)
- ⌘ 20+ Sponsor promotions through the end of 2024 on WinterMarkt's Facebook page and/or Instagram feed including 1 Facebook LIVE or pre-recorded video posts if provided by sponsor; all content to be provided by Sponsor (content requires approval from Herndon WinterMarkt Committee)
- ⌘ Access to space for 10x10 tent for product sales, giveaways and/or promotions (sponsor must provide own tent and supplies [tent, table and chairs package available for an additional cost]; products/giveaways require WinterMarkt Committee approval; sponsor must adhere to local health, safety and business regulations)\*
- ⌘ Use of "Official 2024 Herndon WinterMarkt Sponsor" logo

In addition, Gold Sponsor will benefit from VIP status which includes:

- ⌘ 16 official WinterMarkt Glühwein mugs
- ⌘ 16 Glühwein/beer tickets
- ⌘ 16 bratwurst meal or equivalent tickets

## Silver Sponsor ~ \$5,000

Maximum four (4)

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Once a sponsor partnership is finalized, WinterMarkt will begin promoting its Silver Sponsors within one calendar month. This includes but is not limited to:

- ⌘ Silver Sponsor logo/name prominently featured on:

- ✘ Main event banner(s)\*
  - ✘ WinterMarkt website
  - ✘ WinterMarkt Facebook page
  - ✘ WinterMarkt posters / fliers / window signs\*
  - ✘ WinterMarkt online event brochure
- ⌚ Sponsor special feature on WinterMarkt website to include content and URL from Sponsor, to remain posted through 2024 (content requires approval from Herndon WinterMarkt Committee)
  - ⌚ 10+ Sponsor promotions through the end of 2024 on WinterMarkt's Facebook page and/or Instagram feed; all content to be provided by Sponsor (content requires approval from Herndon WinterMarkt Committee)
  - ⌚ Access to space for product giveaways and/or promotions (location TBD; products/giveaways require WinterMarkt Committee approval; Sponsor must adhere to local health, safety and business regulations)
  - ⌚ Use of "Official 2024 Herndon WinterMarkt Sponsor" logo

In addition, Sponsor will benefit from VIP status which includes:

- ⌚ 8 official WinterMarkt Glühwein mugs
- ⌚ 8 Glühwein/beer tickets
- ⌚ 8 bratwurst meal or equivalent tickets

## Bronze Sponsor ~ \$3,000

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Once a sponsor partnership is finalized, WinterMarkt will begin promoting its Bronze Sponsors within one calendar month. This includes but is not limited to:

- ⌚ Bronze Sponsor logo/name featured on:
  - ✘ WinterMarkt website
  - ✘ WinterMarkt Facebook page
  - ✘ WinterMarkt posters / fliers / window signs\*
  - ✘ WinterMarkt online event brochure
- ⌚ 5+ Sponsor promotions through the end of 2024 on WinterMarkt's Facebook page and/or Instagram feed; all content to be provided by Sponsor (content requires approval from Herndon WinterMarkt Committee)
- ⌚ Use of "Official 2024 Herndon WinterMarkt Sponsor" logo

## Copper Sponsor ~ \$1,000

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Once a sponsor partnership is finalized, WinterMarkt will begin promoting its Copper Sponsors within one calendar month. This includes but is not limited to:

- ⌚ Copper Sponsor logo/name featured on:
  - ✘ WinterMarkt website
  - ✘ WinterMarkt Facebook page

- ✘ WinterMarkt posters / fliers / window signs\*
- ✘ WinterMarkt online event brochure

🌀 Use of “Official 2024 Herndon WinterMarkt Sponsor” logo

## Friend ~ \$500

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Once a sponsor partnership is finalized, WinterMarkt will begin promoting its Friends within one calendar month. This includes but is not limited to:

- 🌀 Friend logo/name featured on:
  - ✘ WinterMarkt website
  - ✘ WinterMarkt Facebook page
  - ✘ WinterMarkt posters / fliers / window signs\*

## Supporter ~ \$200

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Within one month of finalizing a Supporter partnership, WinterMarkt will list supporter names on the WinterMarkt website and Facebook page.

## Contributor ~ \$100

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Within one month of finalizing a Contributor partnership, WinterMarkt will list contributor names on the WinterMarkt website and Facebook page.

\*Please note that in order to be included in any print material(s) and/or to reserve tent space for Platin/Gold sponsorships, [sponsor payments must be received by November 15, 2024.](#)

**To learn more about becoming a sponsor of the Herndon WinterMarkt or designing a custom sponsorship package, please email [vendors@herndonwintermarkt.com](mailto:vendors@herndonwintermarkt.com) or contact Keven LeBlanc at 703.867.2373.**

The 2024 Herndon WinterMarkt is hosted by the Dulles Regional Chamber of Commerce in cooperation with the Town of Herndon.

