

2021 Herndon WinterMarkt

Event Summary








Overview

Event	Traditional European Christmas Market
Date	Saturday, December 11, 2021
Time	12:00pm – 7:00pm
Location	Historic Downtown Herndon
Audience	Families and Individuals of All Ages
Hosted by	Herndon Chamber of Commerce in cooperation with the Town of Herndon
Synopsis	After a banner inaugural year in 2019 and continued success with a virtual market in 2020, the Herndon WinterMarkt will return to great anticipation with a live event in 2021! Over 11,000 people followed the 2019 WinterMarkt on Facebook and the event received glowing reviews in the press. Despite being new and opening to inclement weather, approximately 7,400 merry-makers attended the festivities and enjoyed European delicacies, warm beverages, handcrafted wares and lively entertainment. A new website in 2020 further enhanced the WinterMarkt experience, providing easy access to event details, sponsor highlights, merchant information and colorful depictions of European holiday traditions.

Media Highlights of 2019 news coverage include:
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

Key Data

- Approximately 7,400 WinterMarkt attendees + over 11,000 Facebook followers for the 2019 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!
- In 2020, there were 431 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.
- In December 2020 alone, there were 19,700 engagements from 1,946 followers on Facebook.
- 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.

2021 Herndon WinterMarkt

Sponsor Packages



*Exclusive **Platinum Sponsorship** claimed by **Northwest Federal Credit Union**.
Thanks to NWFCU for their continued support of the Herndon WinterMarkt!*

Gold Sponsor ~ \$7,500

Maximum Two (2)

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 week. 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 special feature on WinterMarkt website to include content and URL from Sponsor, to remain posted through 2021 (content requires approval from Herndon WinterMarkt Committee)
- ⌘ 20+ Sponsor promotions through the end of 2021 on WinterMarkt's Facebook page and/or Instagram feed including 2 Facebook LIVE or pre-recorded video posts; 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 \$500]; products/giveaways require WinterMarkt Committee approval; sponsor must adhere to local health, safety and business regulations)*
- ⌘ Use of "Official 2021 Herndon WinterMarkt Sponsor" logo

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

- ⌘ Access to the VIP warming tent for up to 16 guests; VIP tent will be open to top sponsors only and include a limited selection of snacks and beverages, high-top tables and seasonal decorations and more!
- ⌘ 16 official WinterMarkt Glühwein mugs
- ⌘ 16 official WinterMarkt promotional items
- ⌘ 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 week. 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 2021 (content requires approval from Herndon WinterMarkt Committee)

- ⌚ 10+ Sponsor promotions through the end of 2021 on WinterMarkt's Facebook page and/or Instagram feed including 2 Facebook LIVE or pre-recorded video posts; 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 2021 Herndon WinterMarkt Sponsor" logo

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

- ⌚ Access to the VIP warming tent for up to 8 guests; VIP tent will be open to top sponsors only and include a limited selection of snacks and beverages, high-top tables and seasonal decorations and more!
- ⌚ 8 official WinterMarkt Glühwein mugs
- ⌚ 8 Glühwein/beer tickets
- ⌚ 8 bratwurst meal or equivalent tickets

Bronze Sponsor ~ \$2,500

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Once a sponsor partnership is finalized, WinterMarkt will begin promoting its Bronze Sponsors within two calendar weeks. 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 2021 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 2021 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 two calendar weeks. 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 2021 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 two calendar weeks. This includes but is not limited to:

- ⌚ Friend logo/name featured on:
 - ⌘ WinterMarkt website
 - ⌘ WinterMarkt Facebook page
 - ⌘ WinterMarkt posters / fliers / window signs*

Supporter ~ \$250

The Herndon WinterMarkt actively promotes WinterMarkt, its sponsors, merchants and entertainers year-round. Within two weeks 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 two weeks 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 Platinum/Gold sponsorships, [sponsor payments must be received by September 1, 2021.](#)

To learn more about becoming a sponsor of the Herndon WinterMarkt or designing a custom sponsorship package, please email Sponsors@HerndonWinterMarkt.com or call Joe Martin at 703.898.9663.