

# OLDE TOWN LIGHTS

NOVEMBER 27 - JANUARY 1

## SPONSORSHIP PACKAGES

The Perks	Powered by <b>\$3,000</b> Limit 1	Platinum <b>\$1,000</b> Limit 2	Gold <b>\$500</b>	Silver <b>\$250</b>
Recognition During Tree Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signs and Banners	Logo	Logo	Logo	Name
Social Media Posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email Blasts	<input type="radio"/>	<input type="radio"/>		
Banner Near Tree	<input type="radio"/>			
Branding Rights	<input type="radio"/>			
Speaking Opportunity	<input type="radio"/>			
Logo on LED Light Sticks	<input type="radio"/>			
Opportunity to Light the Tree	<input type="radio"/>			

## MERRY AND BRIGHT

Olde Town Altoona shines a little brighter for the holiday season with the expansion of Olde Town Lights in 2021. Color-changing lights atop the buildings of Olde Town are being extended along 1st Avenue, one of the most traveled streets through Altoona! Thousands of color-changing lights will brighten the historic neighborhood for the holiday season.

It all kicks off Saturday, November 27, immediately following the Christmas in Olde Town celebration. A special lighting program will be held at Townsend Park along 1st Avenue, including the lighting of the City Christmas Tree. A new tree has been added for 2021, with the capabilities of featuring customizable light shows!

The Altoona Area Historical Society is a designated 501(c)3 non-profit organization. Federal Tax ID #20-0118182

**New for 2021**



CHRISTMAS IN  
*Olde Town*  
 NOVEMBER 27, 2021

# SPONSORSHIP

<b>The Perks</b>	Presenting <b>\$3,000</b> Limit 1	Olde Town Cheer <b>\$2,500</b> Limit 1	Santa's Workshop <b>\$1,000</b> Limit 1	Coloring Contest <b>\$400</b> Limit 1
Mentioned in Email Blasts	●	●	●	●
Recognized in Event Programs	Logo	Logo	Logo	Logo
Event Thank You Posters	Logo	Logo	Logo	Logo
Signs and Banners	Logo	Logo	Logo	Logo
Social Media Posts	●	●	●	●
Mentioned on PA System	●	●	●	●
Free Booth Space	●	●	●	●
Branding Rights	Entire Event	21+ Event	Santa's Workshop	Coloring Contest
Olde Town Cheer VIP Package	●	●	●	
Logo on Goodie Bags for Kids	●		●	
Logo on Handouts	Ornaments	Koozies		
Speaking Opportunity	●	●		

# PACKAGES



Reindeer <b>\$500</b>	Elf <b>\$250</b>	Snowman <b>\$100</b>
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●	●	●
Logo	Logo	Name
Logo	Logo	Name
Logo	Logo	Name
●	●	●
●	●	●
●	●	
●		

## AN ALTOONA HOLIDAY TRADITION

Christmas in Olde Town is a traditional community holiday event in the heart of historic Olde Town Altoona. The event features a day of FREE holiday entertainment, photos with Santa, food, crafts, reindeer, shopping and so much more!

Christmas in Olde Town was established in the 1990s to help promote the revitalization efforts underway in Olde Town. The event quickly became one of the most popular holiday events in Altoona. However, after several years, Christmas in Olde Town ended following the 2008 season. Altoona was left without its premiere holiday event for nearly 10 years until the Altoona Area Historical Society brought back the popular event in 2017.

Your sponsorship helps provide a family friendly holiday event for hundreds of Altoona area families. Each year, the event continues to grow, reaching more families, while also promoting the history of Altoona.

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ALTOONA  
**DAZZLE**  
DECEMBER 12-18

# SPONSORSHIP PACKAGES

<b>The Perks</b>	
Social Media Posts	
Mentioned on Website	
Recognition on Award	
Email Blasts	
Recognition During Tree Lighting	
Branding Rights	

Presenting <b>\$750</b> Limit 1	Clark Griswold Award <b>\$250</b> Limit 1	People's Choice Award <b>\$250</b> Limit 1	Traditional Design Award <b>\$250</b> Limit 1
●	●	●	●
●	●	●	●
●	●	●	●
●	●	●	●
●			
●			

**2020 Winner**



## HOUSE LIGHTING COMPETITION

Back for 2021, Altoona Dazzle is a friendly community house lighting competition. Residents compete for bragging rights and awards, including People's Choice, Traditional, and the Clark Griswold Award. The contest was established as a safe way to get the community in the holiday spirit and check out holiday lights during the COVID-19 pandemic.

Get your business noticed by sponsoring this exciting event! Altoona Dazzle received rave reviews in its first year, reaching thousands of Altoona residents and beyond. In 2020, more than 2,500 votes were cast for the winner, reaching more than 25,000 people online. More than 4,400 engagements were calculated in the 2020 Facebook voting.

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# SPONSORSHIP FORM

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

## Sponsorship Opportunities

- |   |   |
|---|---|
| <input type="checkbox"/> Olde Town Lights - Powered by (SOLD)               | <input type="checkbox"/> Altoona Dazzle - Presenting (\$750)      |
| <input type="checkbox"/> Olde Town Lights - Platinum (\$1,000)              | <input type="checkbox"/> Altoona Dazzle - People's Choice (\$250) |
| <input type="checkbox"/> Olde Town Lights - Gold (\$500)                    | <input type="checkbox"/> Altoona Dazzle- Clark Griswold (\$250)   |
| <input type="checkbox"/> Olde Town Lights - Silver (\$250)                  | <input type="checkbox"/> Altoona Dazzle - Traditional (\$250)     |
| <input type="checkbox"/> Christmas in Olde Town - Presenting (\$3,000)      | <input type="checkbox"/> Donation (\$_____)                       |
| <input type="checkbox"/> Christmas in Olde Town - Olde Town Cheer (\$2,500) | <input type="checkbox"/> Business Membership (\$30)               |
| <input type="checkbox"/> Christmas in Olde Town - Workshop (\$1,000)        |   |
| <input type="checkbox"/> Christmas in Olde Town - Coloring Contest (\$400)  |   |
| <input type="checkbox"/> Christmas in Olde Town - Reindeer (\$500)          |   |
| <input type="checkbox"/> Christmas in Olde Town - Elf (\$250)               |   |
| <input type="checkbox"/> Christmas in Olde Town - Snowman (\$100)           |   |

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send your completed sponsorship form and any questions to Alex Payne at [altoonahistory@gmail.com](mailto:altoonahistory@gmail.com).  
Address checks to **Altoona Area Historical Society, 104 2nd Street SE, Altoona, Iowa 50009.**

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