

Janesville's Jolly Jingle

1st Weekend in December
Downtown Janesville, Wisconsin



Sponsorship/Donation Opportunities

Fireworks Sponsor: \$5,000
(limited to one sponsor)



- **Exclusive** logo featured on dedicated ice sculpture
- Logo on one large sponsor banner - carried in the JJJ lighted parade
- **Exclusive** recognition as JJJ fireworks sponsor on brochure & Facebook event
- One large sponsor banner in Town Square
- Logo on main event sign in Courthouse Park
- Logo on JJJ flyer/poster to be disseminated to schools & businesses
- Opportunity to speak at Tree Lighting Ceremony or Facebook Live interview
- 2 recognition posts on JJJ Facebook page
- Sponsor listing on website

Parade Sponsor: \$3,000
(limited to one sponsor)



- **Exclusive** logo featured on dedicated ice sculpture
- Logo on one large sponsor banner - carried in the JJJ lighted parade
- **Exclusive** recognition as JJJ parade sponsor on brochure & Facebook event
- One large sponsor banner in Courthouse Park
- Logo on main event sign in Courthouse Park
- Logo on JJJ flyer/poster to be disseminated to schools & businesses
- Opportunity to speak at Tree Lighting Ceremony or Facebook Live interview
- 2 recognition posts on JJJ Facebook page
- Sponsor listing on website

Trolley Sponsor: \$1,000
(limited to three sponsors)



- Recognition as Trolley sponsor on brochure & FB event Post
- Logo sign on trolley
- Logo on main event sign in Courthouse Park
- Logo on JJJ flyer/poster to be disseminated to schools & businesses
- 1 recognition post on JJJ Facebook page
- Sponsor listing on website

Jingle Bell Hunt Sponsor: \$500
(limited to two sponsors)



- One sign in Courthouse Park
- Recognition as JJJ Jingle Bell Hunt sponsor on brochure & Facebook event
- Logo on main event sign in Courthouse Park
- 1 recognition post on JJJ Facebook page
- Sponsor listing on website

Community Supporter: \$50 - \$499
(unlimited)



- Recognition as JJJ sponsor on brochure & Facebook event
- 1 recognition post on JJJ Facebook page
- Sponsor listing on website

Downtown Business: \$50
(unlimited)



- We will include your business on the JJJ website and share your Dec. 2-4 downtown event or special promotion on the JJJ FB page (*Please supply your logo & photos by August 1, 2022*)
- Special promotion tool kit that will include a menu of ideas for you to maximize traffic in your business during JJJ.

Sponsorship/Donation Form

*Sponsorships accepted through August 1, 2022**

Please check your sponsorship/donation level:

- Parade Sponsor - \$3,000
- ~~Fireworks Sponsor - \$3,000~~
- Trolley Sponsor - \$1,000
- ~~Jingle Bell Hunt Sponsor - \$500~~
- Community Supporter (sponsorship or donation) - \$50 to \$499 (Amount) \$ _____
- In-Kind Marketing Sponsor _____

Name _____

Business/Organization _____

Address _____

Contact Name _____

Email _____

Phone _____

Website _____

Make checks payable to "Downtown Janesville, Inc."

Mail to: Downtown Janesville, Inc
Attn: Janesville Jolly Jingle
PO Box 8081, Janesville, WI 53547

*Vector (.eps) business logos and photos should be sent to Sue Melton at Marketing@janesvillecvb.com by August 1.

Thank you for your generous support!

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Downtown Janesville, Wisconsin



Dear Community Partner,

We have already begun planning for the 9th annual Janesville's Jolly Jingle (JJJ), held on the first weekend in December 2022, in downtown Janesville. This three-day annual event features a variety of fun family holiday activities, including a spectacular 40+ entry lighted parade, tree lighting, holiday fireworks, downtown trolley, Skate with Santa, Stories with Santa, downtown shopping, storefront holiday window displays and additional family activities and entertainment. Many of these events are free or low cost.

This past year, was the JJJ's most successful year with thousands of people from Janesville and the region attending. As we begin planning for the 2022 event we are hoping to continue to build on the success of this beloved annual tradition. With that in mind, we are asking for sponsorships and/or donations to cover the costs of event activities and marketing for 2022. (Sponsorships are typically given by corporations and businesses, while donations are provided by individuals.) Any contribution will be greatly appreciated.

When you support the 2022 JJJ you will have the opportunity to:

- Create economic impact that will help to support the citizens of our community
- Support an event that provides free and low cost entertainment and activities to families
- Assist with growing Janesville's identity as a holiday tourist destination
- Showcase your name/brand to thousands of local and regional attendees
- Align your name/brand with a beloved holiday tradition

See the sponsorship/donation form on the reverse side for details. Sponsorship/donation forms and marketing materials are due by August 1, 2022. Sponsorships and donations received after that date cannot be guaranteed inclusion in marketing materials. In addition, this event requires numerous volunteers. If you or your business/organization are interested in volunteering or if you would like more information, please call René Bue at 608-758-5803. Thank you for consideration – and for your role in our community!

Sincerely,

Janesville's Jolly Jingle Planning Committee

