



Make a  
Difference  
with  
Sponsorship

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11TH ANNUAL

Janesville's  
**Jolly Jingle**

**DECEMBER 6, 7 & 8, 2024**

Janesville's Jolly Jingle is a beloved multi-day holiday festival that draws thousands of residents and visitors alike to downtown Janesville to celebrate the season with their families and friends.

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**Facebook**

"So much Holiday fun for all ages! Its also a great way to get-together..."

**Facebook**

"Such a fun and festive event. Felt like we stepped in to a Hallmark Christmas movie right here in Janesville."

**Facebook**

"This event continues to get better every year... Thank you to the community for putting on such a great event!"



**DECEMBER 6, 7 & 8, 2024**

## About Visitors to Jolly Jingle

We have observed attendees to the 2023 included an attractive mix of individual and family members from around Rock County and beyond. More than 15,000 attended the parade alone in 2024 and while families with children make up a substantial share, millennials and people of all ages also come to celebrate the holiday season.

## Exclusive Sponsorship Opportunities



### Presenting Sponsor: \$6,000

- Recognition as the presenting sponsor on the website, marketing materials, advertising, billboards & press interviews
- Recognition in Downtown Janesville, Inc newsletter
- Recognition as the presenting sponsor on JATV broadcast and YouTube re-broadcast
- A booth at the tree lighting event
- Recognition by emcee at Tree Lighting
- One sponsor banner in Town Square, Courthouse Park and lighted parade
- Logo on main event sign in Courthouse Park
- Four tickets to Holiday Light Show and Holiday Tree Show
- Social media recognition



### Parade Sponsor: \$4,000

- Recognition as the parade sponsor on the website, marketing materials, media releases
- Recognition announcement by parade emcee
- Lead float in parade
- One sponsor banner in Town Square and lighted parade
- Logo on main event sign in Courthouse Park
- Social media recognition



### Fireworks Sponsor: \$4,000

- Recognition as the fireworks sponsor on the website, marketing materials, media releases
- Opportunity for a booth at event
- Recognition announcement by event emcee
- One sponsor banner in Town Square and lighted parade
- Logo on main event sign in Courthouse Park
- Social media recognition

## More Sponsorship Opportunities



### Luminary Walk & Candy Cane Stroll Sponsor: \$1,500 (2)

- Recognition as a Luminary Walk sponsor on the website, brochures, posters and media releases
- Logo & website on custom candy bag
- Sponsor coupon or promotion in bag
- Logo on main event sign in Courthouse Park
- Social media recognition



### Trolley Sponsor: \$2,000 (2)

- Recognition as a trolley sponsor on the website and in media releases
- Two days of brand/logo displayed on outside of active trolley
- Logo on main event sign in Courthouse Park
- Social media recognition



### Mistletoe Kissing Booth: \$2,000

- Recognition as the Mistletoe Kissing Booth sponsor on the website and in media releases
- Two days of brand/logo displayed at booth location
- Logo on main event sign in Courthouse Park
- Social media recognition



### Jingle Bell Hunt: \$1,000 (3)

- Recognition as a Jingle Bell Hunt sponsor on the website, marketing materials, media releases
- Recognition announcement prior to bell hunt countdown
- Logo on main event sign in Courthouse Park
- Social media recognition



### Jolly Janesville Supporter: \$500 (Unlimited)

- Recognition on the website
- Social media recognition



## YES, I WOULD LIKE TO SPONSOR JANESVILLE'S JOLLY JINGLE IN 2024!

Choose a sponsorship opportunity:

None available

~~Presenting \$6,000~~

None available

~~Fireworks \$4,000~~

None available

~~Parade \$4,000~~

Mistletoe Kissing Booth \$2,000

Trolley \$2,000 (Only 1 left)

Luminary Walk/Candy Cane Stroll \$1,500 (2 left)

Jingle Bell Hunt \$1,000 (Only 2 left)

Janesville Supporter \$500 (unlimited)

In-kind \$\_\_\_\_\_ (value)

In-kind value recognition packages can be Customized to fit your needs.

- I agree to submit payment along with this form for the sponsorship level I have chosen by **August 31, 2024**. If payment is not submitted by this date the sponsorship will be made available to new sponsors.*
- I understand that sponsorships are not refundable for any reason. Even in rare instances where weather conditions/safety concerns might limit the ability to hold an event, sponsorships are neither non-refundable nor do they carryover to the next year.*
- I understand that submission of our vector logo before **September 30, 2024** is required to be included in printed material. Business logos should be sent to Sue Melton at [Marketing@janesvillecvb.com](mailto:Marketing@janesvillecvb.com).*

Name for Signage/Recognition \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_ City/St/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

# Thank you!

Make checks payable to "Downtown Janesville, Inc."

Mail to: Downtown Janesville, Inc

Attn: Janesville's Jolly Jingle

PO Box 8081, Janesville, WI 53547