

Dear Friend,

Our popular “Holly Days” celebration is making a return to Downtown Elgin, beginning on Small Business Saturday, November 30, and running through the month of December.



Components of this six-week-long Holiday campaign will include unique window art designed by local artists throughout the downtown featuring family-friendly holiday imagery in addition to special events such as a Holiday Cheers Hot Beverage Crawl on Small Business Saturday, a Santa event, a Holiday market, entertainment, and more. Additional communications will follow as event components are finalized.

Holly Days contributors will enhance every aspect of this event which is designed to support local Downtown Elgin businesses. Sponsoring this event will give your company the opportunity to show your dedication to supporting small businesses at one of three levels: as a Small Business Champion, Advocate, or Supporter.

Sponsorship levels are very affordable ranging from \$250 to \$1,000. Complete details and information on where to submit your sponsorship are attached. If you have additional questions, please contact the DNA office at 847-865-8216 or email [smichaels@downtownelgin.com](mailto:smichaels@downtownelgin.com).

Thank you for your consideration,

Sarah Michaels

Event and Promotions Coordinator  
Downtown Neighborhood Association of Elgin

## 2024 Holly Days in Downtown Elgin

# Sponsorship Opportunities

Holly Days offers your company the perfect opportunity to show your commitment to community responsibility and to show your support for locally owned, small businesses.



### Small Business Champion - \$1,000



Your company logo will be prominently displayed on the main sponsor window located at 31 S. Grove Avenue. This will be a holiday-inspired window display featuring sponsor logos.

*The image shows the 2023 sponsor window as a sample. This year the design may differ.*

- Your company logo will be included on the event landing page at [DowntownElgin.com](http://DowntownElgin.com) with a link to your website. This page will be highly promoted throughout the campaign via paid social media posts, a billboard, and more.
- Your company will be featured in a "Sponsor Spotlight" blog on the event landing page which will be promoted on DNA social media channels. This can include a quote from you on why it's important for your company to support local businesses.
- Your company logo will be included in the weekly DNA Spotlight email (every Thursday for 5-6 weeks to 8,100+ subscribers every time), recognizing you as a Small Business Champion.
- You will be recognized on DNA social media pages as a Small Business Champion.
- Your company logo will be included on a printed campaign poster to be included in every decorated window (approximately 15 windows throughout Downtown Elgin).
- Your company logo will be included on all printed promotional materials (*not applicable to sponsorships received after the deadline*).
- Your company is allowed to attend Small Business Saturday Holiday Beverage Crawl happening on November 30<sup>th</sup>.

### Small Business Advocate - \$500

- Your company logo will be displayed on the main sponsor window located at 31 S. Grove Avenue. This will be a holiday inspired window display featuring sponsor logos.
- Your company logo will be included on the event landing page at [DowntownElgin.com](http://DowntownElgin.com) with a link to your website. This page will be highly promoted throughout the campaign via paid social media posts, a billboard and more.
- Your company logo will be included in the weekly DNA Spotlight email (every Thursday for 5-6 weeks to 8,100+ subscribers every time), recognizing you as a Small Business Advocate.

- You will be recognized on DNA social media pages as a Small Business Advocate.
- Your company logo will be included on a printed campaign poster to be included in every decorated window (estimated to be 15 windows throughout Downtown Elgin).
- Your company logo will be included on all printed promotional materials (*not applicable to sponsorships received after the deadline*).
- Your company is allowed to attend our Holiday Pop-Up Market happening on December 13 or December 14.

**Small Business Supporter - \$250**

- Your company logo will be included on the event landing page at DowntownElgin.com with a link to your website. This page will be highly promoted throughout the campaign via paid social media posts, a billboard and more.
- Inclusion in a Thank You post on DNA social media pages recognizing you as one of our Small Business Supporters.
- Your company logo will be included on a printed campaign poster to be included in every decorated window (estimated to be 15 windows throughout Downtown Elgin).

**Stats to Know**

DowntownElgin.com generates over 100,000 page views annually.

Downtown Elgin has over 10,499 Facebook followers and over 2,283 Instagram followers.

DNA weekly emails go to over 9,000 subscribers.

To sign-up as a Holly Days sponsor complete the form below and return to [info@downtownelgin.com](mailto:info@downtownelgin.com).  
 Make checks payable to Downtown Neighborhood Association of Elgin and mail to 31 S. Grove Avenue, Suite 100, Elgin, IL 60120.

**2024 Holly Days Sponsorship**

Company Name		Contact Person	
Address			
City	State	Zipcode	
Contact Phone Number:	Contact Email:		

**Desired Sponsorship Level**

- Small Business Champion \$1000
- Small Business Supporter \$500

Small Business Supporter \$250

Why did you choose to Sponsor 'Holly Days'?

Please explain (3-5 sentences)

A member of our team will reach out to you to obtain your logo and any additional information. If you have any questions, please call 847-488-1456 or email [smichaels@downtownelgin.com](mailto:smichaels@downtownelgin.com).

Thank you for your support!