

# Sponsorships



12.05.2025

4pm-9pm



MU Healthcare Pavilion



Planned by  
*Andrea Lyn*  
EVENTS





**A community tradition begins – holiday magic unfolds – memories are created,  
beneath the mistletoe glow.**

The Magic Mistletoe Festival is more than just an event—it's the beginning of a cherished Columbia tradition that transforms our community into a winter wonderland inspired by European Christmas markets. This magical celebration brings together families, makers, and holiday enthusiasts for an evening of festive enchantment that captures the true spirit of the season.

By sponsoring the Magic Mistletoe Festival, you'll be establishing yourself as a founding partner in what is destined to become one of Columbia's most beloved holiday traditions. Your support directly contributes to creating an immersive experience featuring a special tree lighting ceremony, community caroling, and holiday activities that spark wonder and joy for attendees of all ages.

This enchanting evening will showcase local vendors and artists, feature interactive holiday experiences like wreath making and cookie decorating, and introduce Columbia to the festival's own mascots - Moose and Mouse. From the magical light displays to the commissioned original song, every element is designed to create lasting memories that families will cherish for years to come.

Sponsorship of this inaugural event offers a unique opportunity to align your brand with the magic of the season, demonstrate your commitment to community celebration, and build goodwill with Columbia families seeking meaningful holiday traditions. With a range of sponsorship options available, your organization can play a vital role in bringing this magical new tradition to life while gaining valuable visibility during the most wonderful time of the year.



We can't wait to create holiday magic with you!





# The Festival Map



December 5, 2025

4-9pm

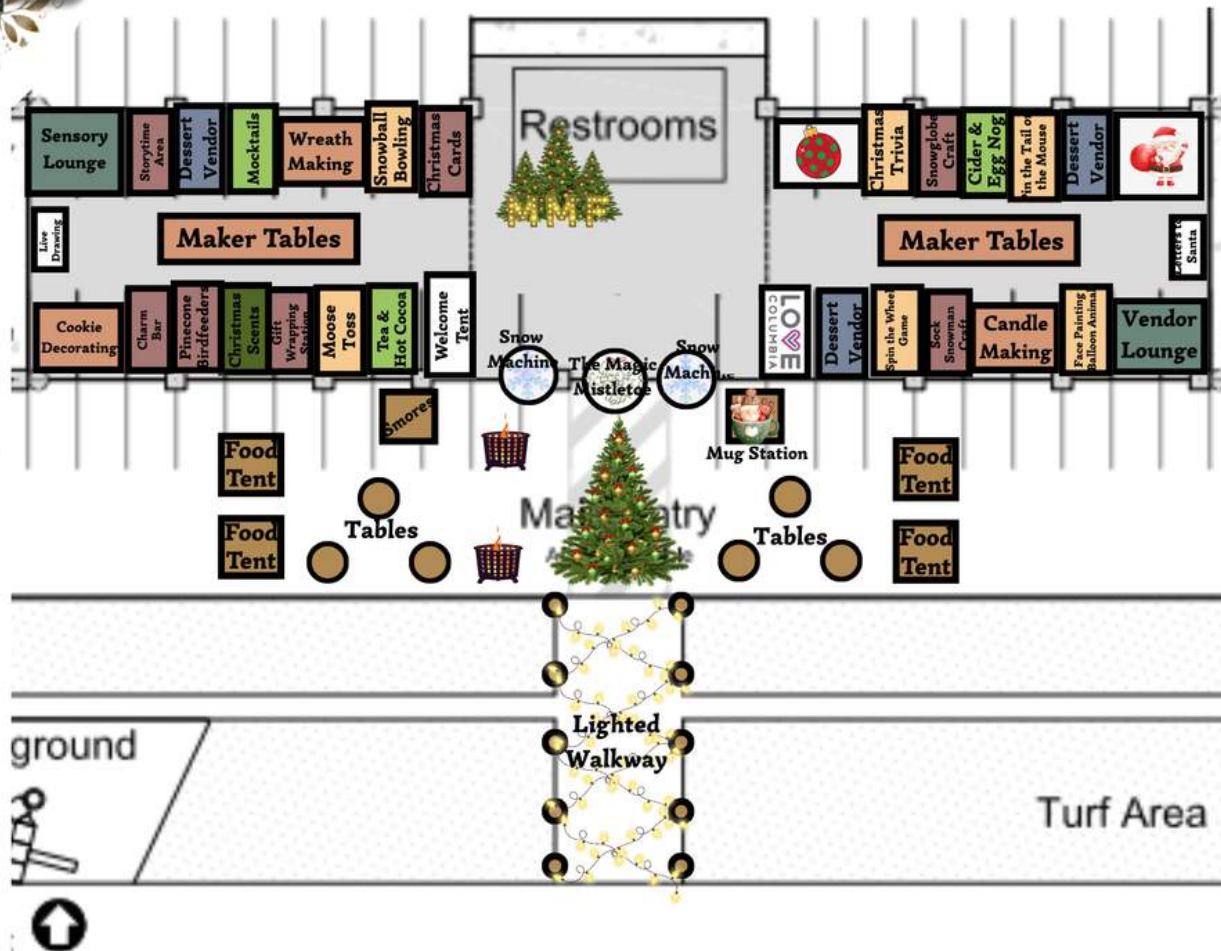
MU Health Care Pavilion

## Schedule

- 4:00pm - Festival Begins
- 5:30pm - Tree Lighting
- 6:00pm - Community Caroling
- 7:00pm - Merry Ol' Missouri
- 8:00pm - Community Caroling
- 9:00pm - Festival Concludes

## Key

- Food Table / Tents
- Maker Tables / Experiences
- Crafts / Activities
- Lounges
- Dessert Vendors
- Beverage Vendors
- Games







# The Sponsorships



## Foundation Level - \$10,000 Your Legacy Partnership

Creating the foundation for a new Columbia holiday tradition. As one of only three exclusive foundational sponsors, your organization receives collective presenting recognition for three years, permanent acknowledgment in the festival children's book, and special recognition with the commissioned festival song.



## Premium Level - \$2000 - \$2500

Welcome | Walkway | Vendor Lounge | Market

Our premium sponsorships create the magical atmosphere that defines the festival experience. These high-visibility opportunities showcase your brand throughout key festival areas, creating immediate impact and lasting impressions for all attendees and vendors.



## Celebration Level - \$1000 - \$1500

Sensory Lounge | Santa | Passport

These special sponsorships bring the magic to life through cherished festival elements. Your brand becomes part of the memories families create, from meeting Santa to creating holiday keepsakes that last long after the festival concludes.



# Foundation Level

The Magic Mistletoe Foundational Sponsorship represents a unique ground-floor opportunity to champion a new Columbia tradition from its inception. As one of only three exclusive foundational sponsors, your organization will receive collective recognition as the presenting sponsors for this magical holiday event for three years. This premier sponsorship offers your brand permanent association with a community celebration destined to become a beloved annual tradition.



## Pre-Event Exposure

- Featured** as one of three exclusive "Magic Mistletoe Foundational Sponsors" for the 2025-2027 events
- Featured** on The Magic Mistletoe Festival website with prominent logo placement for three years
- Featured** on social media, radio and all additional forms of media as a Foundational Sponsor
- Featured** in the event program and all emails to vendors
- Industry exclusivity** for the full three-year term
- Permanent** acknowledgment in the children's book (extending beyond sponsorship period)
- Special dedication** recognition with the commissioned *Magic of the Mistletoe* song

## Day-of Event Exposure

- Premium Day-of Event Signage** - featured logo placement in premium positions
- Premium space** to interact with festival attendees in the Town Square
- Speaking opportunity** during the tree lighting ceremony each year
- Opportunity** to provide branded items for Attendee Bags
- Opportunity** to place banners/promotional items at multiple high-traffic areas

## Long-Term Legacy Benefits

- First right of refusal** on premier sponsorships after the three-year term ends
- Permanent** recognition as a "Founding Sponsor" in all future festival materials
- Special rates** on future sponsorship opportunities after the initial term





# Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.



Perk Provided	Perk Value
Foundational Sponsor Rights	\$7500
Featured on event website, marketing signage and vendor guides	\$3150
Premium space & recognition in the Town Square	\$1500
Prominent Signage at Events	\$1000
Permanent Book & Song Recognition	\$2500
Long-Term Legacy Benefits	\$2000

## Your Investment

**\$10,000 cash**

\$6700 in year one, \$1675 in the 2<sup>nd</sup> and 3<sup>rd</sup> years

At Andrea Lyn Events, we take our event sponsorships seriously. We believe in breaking through the old school "logo farming" and providing tangible, interactive benefits for our sponsors. If you are interested in this sponsorship but have a different idea for a potential perk, let us know! We're more than happy to customize our sponsorships to meet the needs of our sponsors.



# Premium Level

## Welcome Sponsorship

The Welcome Sponsorship represents our premier opportunity to create the first magical impression for festival attendees. As the Welcome Sponsor, your organization will receive exclusive branding at the festival entrance, creating an immediate and lasting association between your brand and the wonder of this holiday celebration. This sponsorship offers a powerful platform to make a meaningful impact on visitors' entire festival experience.



### Pre-Event Exposure

- **Featured** as The Official Welcome Sponsor for the Magic Mistletoe Festival
- **Featured** on The Magic Mistletoe Festival website with prominent logo placement
- **Featured** on social media, radio and any additional form of media promoting the event entrance
- **Featured** in the festival program and all emails to vendors

### Day-of Event Exposure

- **Exclusive** Welcome Entrance branding with premium signage
- **Opportunity** for staff to interact with attendees at the Welcome Entrance
- **Branded** photo opportunity at the festival entrance
- **Opportunity** to distribute branded welcome materials to attendees
- **Recognition** in post-event communications
- **First right of refusal** for next year's Welcome Sponsorship





# Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.



Perk Provided	Perk Value
Exclusive Welcome Area Presenting Rights	\$1000
Featured on event website and marketing materials	\$600
Prominent Entrance Signage	\$500
Staff Interaction with Attendees	\$700
Branded Photo Opportunity	\$600

## Your Investment

### \$2,500 Cash

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# Premium Level

## Walkway Sponsorship

The Walkway Sponsorship illuminates the path through our magical winter wonderland. Your brand will be prominently featured along the lighted walkway that guides visitors through the festival, creating a memorable and enchanting journey for all attendees. This sponsorship offers a unique opportunity to enhance the festival's magical atmosphere while gaining continuous visibility throughout the entire event.



### **Pre-Event Exposure**

- **Featured** as The Official Walkway Sponsor for the Magic Mistletoe Festival
- **Featured** on The Magic Mistletoe Festival website with prominent logo placement
- **Featured** on social media, radio and any additional form of media promoting the event entrance
- **Featured** in the festival program and all emails to vendors

### **Day-of Event Exposure**

- **Exclusive** Walkway Entrance branding with premium signage
- **Opportunity** for staff to interact with attendees in and around the Walkway
- **Branded** photo opportunity at the festival entrance
- **Opportunity** to distribute marketing materials to attendees
- **Recognition** in post-event communications
- **First right of refusal** for next year's Walkway Sponsorship





# Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.

Perk Provided	Perk Value
Exclusive Walkway Presenting Rights	\$1000
Featured on event website and marketing materials	\$600
Extensive Pathway Signage	\$500
Staff Interaction with Attendees	\$700
Branded Photo Opportunity	\$600



## Your Investment

### \$2,500 Cash

At Andrea Lyn Events, we take our event sponsorships seriously. We believe in breaking through the old school "logo farming" and providing tangible, interactive benefits for our sponsors. If you are interested in this sponsorship but have a different idea for a potential perk, let us know! We're more than happy to customize our sponsorships to meet the needs of our sponsors.



# Premium Level

## Vendor Lounge Sponsorship

The Vendor Lounge Sponsorship supports the makers and vendors who bring the Magic Mistletoe Festival to life. Your brand will be exclusively featured throughout this dedicated respite area, demonstrating your commitment to local artisans and small businesses. This sponsorship offers a unique opportunity to build meaningful relationships with local creators while showcasing your brand's support for the vibrant maker community.



### Pre-Event Exposure

- **Featured** as The Official Vendor Lounge for the Magic Mistletoe Festival
- **Featured** on The Magic Mistletoe Festival website with prominent logo placement
- **Featured** on all vendor communications leading up to the event
- **Featured** in the festival program and vendor information guides

### Day-of Event Exposure


- **Exclusive** Vendor Lounge branding in around the lounge
- **Opportunity** for staff to interact with vendors throughout the event
- **Custom** branded signage and décor in the vendor relaxation space
- **Opportunity** to distribute promotional materials and gifts to all vendors
- **Recognition** in post-event communications
- **First right of refusal** for next year's Vendor Lounge Sponsorship





# Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.



Perk Provided	Perk Value
Exclusive Vendor Lounge Presenting Rights	\$1000
Featured in all vendor communications	\$450
Featured on event website & marketing	\$500
Direct networking with all vendors	\$700

## Your Investment

**\$2,000 Cash**

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# Premium Level

## Market Sponsorship

The Market Sponsorship supports the vibrant holiday marketplace that showcases local artisans and vendors at the Magic Mistletoe Festival. Your brand will be prominently featured throughout the market area, highlighting your commitment to supporting local makers and small businesses during the crucial holiday season. This sponsorship connects your organization with community economic development and the rich tradition of holiday markets.



### Pre-Event Exposure

- **Listed** as The Official Market Sponsor for the Magic Mistletoe Festival
- **Featured** on The Magic Mistletoe Festival website in the Market section
- **Featured** in promotional efforts involving the Market Areas
- **Recognition** in social media posts highlighting the Market Areas
- **Featured** in the festival program and all maker communications

### Day-of Event Exposure

- **Prominent** signage and branding throughout the Market Areas
- **Opportunity** for staff to interact with attendees throughout the event around the Market Areas
- **Opportunity** to give out marketing materials to attendees and vendors around the Market Areas
- **First right of refusal** for next year's Market Sponsorship





# Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.

Perk Provided	Perk Value
Market Area Presenting Rights	\$1000
Staff Interaction with attendees and vendors to Market Area	\$700
Featured on event website and marketing	\$500
Featured in all makers communications	\$450



## Your Investment

**\$2000 Cash**

At Andrea Lyn Events, we take our event sponsorships seriously. We believe in breaking through the old school "logo farming" and providing tangible, interactive benefits for our sponsors. If you are interested in this sponsorship but have a different idea for a potential perk, let us know! We're more than happy to customize our sponsorships to meet the needs of our sponsors.



# Celebration Level

## Sensory Lounge Sponsorship

The Sensory Lounge Sponsorship creates an inclusive environment for all festival attendees. Your brand will be associated with this thoughtfully designed space that allows guests with sensory sensitivities to enjoy the festival in comfort. This sponsorship highlights your organization's commitment to accessibility, inclusivity, and community care, demonstrating corporate social responsibility in a meaningful and visible way.



### Pre-Event Exposure

- **Featured** as The Official Sensory Lounge for the Magic Mistletoe Festival
- **Featured** on The Magic Mistletoe Festival website with prominent logo placement
- **Featured** in all accessibility communications and promotions
- **Recognition** in press releases highlighting inclusive festival experiences

### Day-of Event Exposure

- **Exclusive** Sensory Lounge branding in and around the lounge
- **Opportunity** for staff to interact with attendees outside the Sensory Lounge
- **Custom** branded signage and décor in the Sensory Lounge
- **Opportunity** to distribute branded sensory-friendly items
- **Recognition** in post-event communications
- **First right of refusal** for next year's Sensory Lounge Sponsorship





# Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.

Perk Provided	Perk Value	Valued at \$2150
Exclusive Sensory Lounge Presenting Rights	\$700	
Featured in all accessibility communications	\$350	
Featured on event website & marketing	\$400	
Interaction with attendees utilizing the Sensory Lounge	\$700	

## Your Investment

**\$1,500 Cash**

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# Celebration Level

## Santa Sponsorship

The Santa Sponsorship brings the magical heart of the holiday season to life at the Magic Mistletoe Festival. Your brand will be prominently associated with the beloved Santa experience, creating joyful memories for families and children that will last throughout the year. This sponsorship connects your organization with the wonder and excitement that Santa brings to the festival, positioning your brand as a creator of holiday magic.



### **Pre-Event Exposure**

- **Listed** as The Official Santa Sponsor for the Magic Mistletoe Festival
- **Featured** on The Magic Mistletoe Festival website in the Santa experience section
- **Featured** in family-focused promotional materials and communications
- **Recognition** in social media posts highlighting the Santa experience
- **Featured** in the festival program and event guides

### **Day-of Event Exposure**

- **Prominent** logo placement in Santa's area
- **Opportunity** for staff to interact with attendees outside the Santa area
- **Opportunity** to give out marketing materials to attendees outside the Santa Area
- **First** right of refusal for next year's Santa Sponsorship





# Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.

Perk Provided	Perk Value
Santa Area Presenting Rights	\$700
Staff Interaction at Santa Area	\$500
Featured on event website and marketing	\$400
Marketing Materials Given at Santa Area	\$350



## Your Investment

**\$1,500 Cash**


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# Celebration Level

## Passport Sponsorship

The Passport Sponsorship connects attendees with all the wonderful experiences throughout the Magic Mistletoe Festival. Your brand will be featured prominently on the festival passport that guides visitors through various activities and vendor booths, encouraging exploration and engagement. This sponsorship creates multiple touchpoints with attendees as they journey through the festival, maximizing your visibility and brand recognition.



### Pre-Event Exposure

- **Listed** as The Official Passport Sponsor for the Magic Mistletoe Festival
- **Featured** on The Magic Mistletoe Festival website
- **Featured** in promotional efforts highlighting festival activities
- **Recognition** in social media posts highlighting the Festival Activities
- **Featured** in the festival program and event guides

### Day-of Event Exposure

- **Branding** on all Passports for attendees
- **Recognition** in post-event communications
- **First** right of refusal for next year's Passport Sponsorship





# Your Sponsorship Valuation

We want you to feel pride in your sponsorship of this community event. Below you'll find the value of each sponsorship perk your business will receive.



Perk Provided	Perk Value
Passport Branding Rights	\$600
Featured in Activity Advertising	\$450
Featured on event website	\$200

## Your Investment

**\$1,000 Cash**

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