



# Tryon Cares

A HOLIDAY GIVE-BACK INITIATIVE

Presented by  DUKE ENERGY.

***In partnership with Duke-Energy, we are proud to announce Tryon Cares, an initiative through corporate sponsorship to support local non-profits in our communities this holiday season. Together we can make a difference.***

**Includes all benefits of your  
Winterfest Sponsorship Package,  
PLUS:**

- With your Winterfest sponsorship package, your business selects a non-profit to support this holiday season
- 10% of your sponsorship investment is designated to your selected non-profit
- Your non-profit will have one designated night at Winterfest, with a booth, signage and marketing materials to share with attendees
- Complimentary ice skating for your non-profit organization's constituents during a specific time period of their designated night.
- One complimentary shuttle bus through the Shadracks Christmas Wonderland Light Show
- Tagged and linked in social media posts and press releases promoting your business and non-profit
- On-site signage recognizing your support and your selected non-profit organization

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## ICE SKATING RINK SPONSOR:

- Logo on all Ice Rink marketing materials and Tryon website November through February, 2023
- Five (5) sponsor signs/banners on perimeter of Ice Rink in Tryon Stadium
- Commercial on Jumbotron nightly
- One (1) on-site marketing booth for four (4) nights (*this may be substituted for hospitality package*)
- One (1) customer engagement activation, i.e. branded photo backdrop
- Opportunity to do a social media or on-site contest
- One (1) custom sponsor eBlast to the TIEC email list
- One (1) banner ad in two (2) TIEC Weekly Newsletters
- Opportunity to host a private event for your business with hospitality included
- QR Code activation available

**Total Sponsorship Investment: \$10,000**

## WINTERFEST MAJOR ACTIVITY SPONSOR:

Title Sponsor of one (1) of the following Major Activities:

“Whoville Village” and “Santa’s Workshop”

- Name and Logo on all Winterfest marketing materials
- Logo on activity signage
- Logo on event schedule brochure
- Logo on website
- Four (4) on-site sponsor signs/banners in high-traffic areas
- One (1) piece of website content on TIEC website (video or article provided by sponsor)
- One (1) on-site marketing booth for two (2) nights
- One (1) customer engagement activation, i.e. branded photo backdrop
- Opportunity to do social media or on-site contest
- Custom hospitality package for your business
- One (1) banner ad in two (2) TIEC Weekly Newsletters

**Total Sponsorship Investment: \$7,500**



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## SMALL ACTIVITY SPONSOR:

Title Sponsor of one (1) of the following Small Activities:

Bounce House, Holiday Parade, Breakfast with Santa, Face Painting, etc.

- Name and Logo on all marketing materials
- Logo on activity signage
- Logo on event schedule brochure
- Logo on website
- Two (2) on-site sponsor signs/banner in a high-traffic area
- One (1) on-site marketing booth for one (1) night
- One (1) banner ad in one (1) TIEC Weekly Newsletter
- Custom hospitality package for your business

**Total Sponsorship Investment: \$4,500**

## WINTERFEST SPONSOR:

- An Official Sponsor of Winterfest
  - Logo on event schedule brochure
  - Logo on website
- Two (2) onsite sponsor signs/banner in a high-traffic area
- One (1) banner ad in one (1) TIEC Weekly Newsletter

**Total Sponsorship Investment: \$2,500**

## FRIEND OF WINTERFEST:

- Logo on website and event signage on-site
- Logo on schedule and brochure

**Total Sponsorship Investment: \$1,000**