



**Holly Jolly Celebration**  
**Saturday, December 3, 2022**  
**10:00 AM until 1:00 PM**

A Holiday celebration will kick off a full-day event with an hour long holiday street performance on Peachtree Street, Touch-A-Truck, Smiles for the Season breakfast with Santa tradition and family friendly activities to include face painting, crafts and much more. Meet us on Peachtree Street in person or watch on Atlanta News First and Peachtree TV from 11:00 am-noon.



# SEASON ON THE SQUARE

## SPONSORSHIP OPPORTUNITIES

**BENEFITING CHILDREN'S HEALTHCARE OF ATLANTA**

### **Social Media Children's Healthcare of Atlanta**

Facebook: 365,741 followers  
Instagram: 43,000+ followers  
Twitter: 30,500+ followers

### **Social Media Colony Square**

Email Subscribers: 7,929  
Instagram: 24,700 followers  
Facebook: 7,500 followers  
Twitter: 2,900 followers

### **Social Media Atlanta News First**

Instagram: 35,490 followers  
Facebook: 322,023 followers  
Twitter: 110,717 followers  
YouTube: 151,000 followers

### **Social Media Peachtree TV**

Instagram: 603 followers  
Facebook: 18,255 followers  
Twitter: 2,278 followers



**Children's**<sup>SM</sup>  
Healthcare of Atlanta

# SEASON ON THE SQUARE

## SPONSORSHIP OPPORTUNITIES

**BENEFITING CHILDREN'S HEALTHCARE OF ATLANTA**

### **REINDEER SPONSOR**

**\$25,000**

- Category exclusivity
- Digital promotion on Colony Square 12 elevators, kiosks, LED screens prior to and during event
- Logo recognition on dasher boards at event
- Logo on Children's website
- Logo on pre-event publications, Marketing and Press Release
- Social media promotion of event by Children's
- Social media promotion of event by Colony Square
- Exclusive speaking opportunity at holiday street performance
- Live broadcast of holiday street performance on Atlanta News First and Peachtree TV
- Logo featured on live broadcast billboard on CBS46 and Peachtree TV
- 1 -30: commercial spot during broadcast
- Opportunity for company vehicle in Touch a Truck activation
- Custom signage at event
- Opportunity to provide logoed item in event goody bags
- 12 tickets to Smiles for the Season Breakfast with Santa



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# SEASON ON THE SQUARE

## SPONSORSHIP OPPORTUNITIES

### BENEFITING CHILDREN'S HEALTHCARE OF ATLANTA

#### **SNOWMAN SPONSOR**

**\$15,000**

- Digital promotion on Colony Square 12 elevators, kiosks, LED screens prior to and during event
- Logo recognition on dasher boards at event
- Logo on Children's website
- Logo on pre-event publications, Marketing and Press Release
- Social media promotion of event by Children's
- Social media promotion of event by Colony Square
- Live broadcast of holiday street performance on CBS46 and Peachtree TV
- Logo featured on live broadcast billboard on Atlanta News First and Peachtree TV
- Opportunity for company vehicle in Touch a Truck activation
- Custom signage at event
- Opportunity to provide logoed item in event goody bags
- 10 tickets to Smiles for the Season breakfast with Santa

#### **SMILES FOR THE SEASON BREAKFAST SPONSOR**

**\$10,000**

- Title sponsor of Smiles for the Season Breakfast with Santa at 5Church
- Logo on Children's website
- Logo included in pre-event email to guests
- Custom signage at event
- Opportunity to provide logoed item in event goody bags
- 8 tickets to Smiles for the Season breakfast with Santa



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# SEASON ON THE SQUARE

## SPONSORSHIP OPPORTUNITIES

**BENEFITING CHILDREN'S HEALTHCARE OF ATLANTA**

### **CORPORATE MASCOT OR CORPORATE VEHICLE SPONSOR**

**\$7,500**

- Logo on Children's website
- Logo included in pre-event email to guests
- Custom signage at event
- Opportunity for company mascot or vehicle in Touch a Truck activation
- Logo featured on live broadcast billboard on Atlanta News First and Peachtree TV
- Opportunity to provide logoed item in event goody bags
- 6 tickets to Smiles for the Season breakfast with Santa

### **DANCE OR BAND SPONSOR**

**\$5,000**

- Logo on Children's website
- Logo included in pre-event email to guests
- Custom signage at event
- Opportunity to provide logoed item in event goody bags
- 4 tickets to Smiles for the Season breakfast with Santa



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