



Sponsorship Opportunities & Benefits

Become a sponsor of this inaugural new-winter themed family event with activities targeted towards families and friends celebrating the holiday season. Reston Association's WINTERFEST combines multiple winter activities for all ages over three days with total anticipated attendance between 1,500 – 2,250. This event will offer an interactive light show, vendors for holiday shopping, bonfires to gather with friends and family, live music, and a variety of food options. Join in the celebration with this amazing community we call Reston.

Thursday, November 30 – Saturday, December 2, 2023

Brown's Chapel Park

1575 Brown's Chapel Rd., Reston, VA 20190

5 – 9 p.m.

Association Analytics:

- 12,000 visitors to the RA website per month
- 85,000 page views per month
- RA News has 8,000 subscribers
- 35% email open rate
- 20% click through rate
- Facebook: 7,800 followers
- Twitter: 3,995 followers
- Instagram: 2,261 followers
- Wiehle Avenue overpass sees over 17,000 vehicles per day



Sponsorship Packages

Light Up the Night - \$10,000 (Two Available)

- Company name/logo on Wiehle Ave. overpass banner
- Company name/logo in lights at Brown's Chapel Park
- Company name/logo on souvenir item given to every participant
- Company name/logo on 'Thank You' signage
- Company name/logo on event website with weblink
- Company name/logo on all print campaigns
- Company name/logo on social media campaigns
- Company name/logo on signage along the trail throughout the event
- Christmas tree in the enchanted forest to decorate
- Vendor table in vendor village

Making Spirits Bright - \$5,000

- Official Santa's Workshop sponsor
- Company name/logo at Santa's Workshop as sponsor
- Company name/logo on every gifts from Santa
- Company name/logo on 'Thank You' signage
- Company name/logo on event website with weblink
- Company name/logo on all print campaigns
- Company name/logo on social media campaigns
- Company name/logo on signage along the trail
- Christmas tree in the enchanted forest to decorate
- Vendor table in vendor village

Home for the Holidays - \$2,500

- Official Fire Pit Sponsor (4-6 throughout the grounds)
- Company name/logo on S'mores kits for purchase
- Company name/logo on 'Thank You' signage
- Company name/logo on event website with weblink
- Company name/logo on all print campaigns
- Company name/logo on social media campaigns
- Company name/logo on signage along the trail
- Christmas tree in the Enchanted Forest to decorate
- Vendor table in vendor village

Enchanted Forest Sponsorship **\$500 (business for-profit) \$300 (business non-profit/individual or family)**

- RA will provide holiday trees along the trail in the Enchanted Forest. We will be illuminating each 6 ft. freshly cut tree with white lights. Trees will be decorated by each tree sponsor, highlighting your message to share with the Reston community. Each tree will also have a plaque that can be customized with a name or a message that you would like to include.
- Spectators will be voting for winners in each of the following categories: Originality, Creativity and Theme.
- At the completion of Winterfest, all trees will be donated to less fortunate families in the Reston community.

Vendor Table- \$250 (for-profit businesses) **\$150 (non-profit businesses)**

- Calling all vendors. This is the opportunity to display your goods and services to over 1,000 participants during this 3-day event. The village tables will be placed throughout the event to talk to the Reston community about your product(s) and services.
- Please complete the application prior to November 8th for approval.