

# Jingle Bell Holiday



**Timeline:** November 21, 2025

**Audience:** 1,800+ local residents and visitors interested in celebrating the holidays join us in Central Park with many more adventuring through downtown.



**Overview:** Grinnell's official kickoff to the holiday shopping season brings families and college students downtown to explore small businesses and participate in holiday activities. This event is often mentioned in community surveying as a favorite of all ages.



## 2023 Sponsor Communication Stats:

- Facebook Posts: 3
  - Highest Reach: 4,505
  - Total Engagement: 205
  - Event Responses: 138
- Grinnell Herald-Register Articles: 2
- Community Newsletter Mentions: 4



# Jingle Bell Holiday



|                                                                    | Presenting     | Platinum       | Carriage Ride  | Gold         | Silver       | Bronze       | Small Business |
|--------------------------------------------------------------------|----------------|----------------|----------------|--------------|--------------|--------------|----------------|
| Named as Presenting Sponsor in all communications                  | •              |                |                |              |              |              |                |
| Logo used on the sign at Carriage Ride pickup/drop off location    | •              |                | •              |              |              |              |                |
| Logo used in digital marketing, website and printed material       | •              | •              | •              | •            | •            | •            | Name Only      |
| Name mentioned in any media communications                         | •              | •              | •              | •            | •            | •            | •              |
| Logo used on event signage & posters                               | •              | •              | •              | •            | •            | •            | Name Only      |
| Opportunity for spokesperson to appear on stage                    | •              |                |                |              |              |              |                |
| Opportunity to provide materials or promotional items to attendees | •              | •              | •              |              |              |              |                |
| Inclusion in Sponsor Spotlight blog post to highlight event        | •              | •              | •              |              |              |              |                |
| Number of complimentary Sponsored Email Articles                   | 4              | 3              | 2              | 2            | 1            |              |                |
| First right of renewal for 2026                                    | •              |                |                |              |              |              |                |
| <b>Investment</b>                                                  | <b>\$3,989</b> | <b>\$1,836</b> | <b>\$1,500</b> | <b>\$832</b> | <b>\$557</b> | <b>\$333</b> | <b>\$96</b>    |
| No. Sold/Total No. Available                                       | 0/1            | 0/2            | 0/1            | 0/2          | 0/3          | 0/4          | 0/4            |

# Winter Farmers Market



**Timeline:** November 21 & 22, December 5 & 6, 2025

**Audience:** Market is frequented by young families, retirees and college students looking to support local artisans and purchase handmade products during the holiday season.



**Overview:** This growing event featured over 22 local vendors and over 900 visitors during the 2023 Winter Market. Two weekends of market will be held in 2025.

## **2023 Sponsor Market Communication Stats:**

- Facebook Posts: 6
  - Avg Reach: 1,628
  - Total Engagement: 93
- Press Releases: 3



# Winter Farmers Market

|                                                                       | Presenting     | Star           | Holly        | Snow         | Glitter      |
|-----------------------------------------------------------------------|----------------|----------------|--------------|--------------|--------------|
| Named as Presenting Sponsor in all communications                     | •              |                |              |              |              |
| Logo used in digital marketing, website and printed material          | •              | •              | •            | •            | Name Only    |
| Name mentioned in any media communications                            | •              | •              | •            | •            | •            |
| Logo used on event signage & posters                                  | •              | •              | •            | •            | Name Only    |
| Logo used on Winter Market newsletter header & footer                 | •              | •              | •            | •            | •            |
| Opportunity to provide promotional item(s) for customers              | •              | •              | •            |              |              |
| Opportunity to have an info booth at market (subject to availability) | •              | •              |              |              |              |
| Number of complimentary Market newsletter content ads                 | 2              | 1              | 1            | 1            |              |
| First right of renewal for 2026                                       | •              |                |              |              |              |
| <b>Investment</b>                                                     | <b>\$3,989</b> | <b>\$1,113</b> | <b>\$832</b> | <b>\$557</b> | <b>\$273</b> |
| No. Sold/Total No. Available                                          | 0/1            | 0/2            | 0/2          | 0/2          | 0/3          |

# Holidays in Grinnell



**Timeline:** November 21-December 31, 2025

**Audience:** Local residents with young kids and visitors looking for holiday decorations

**Overview:** Grinnell's holiday celebration features lighted displays and decorations in Central Park, opportunities to see Santa and kids activities and recognition of other winter holidays and events happening from November 21 through December 31, 2025.



## 2023 Event Information

- 3 Santa in the Park events
  - 95 total participants
- 33 Planter Tree tags



## 2023 Sponsor Communication Stats:

- Facebook Posts: 5
  - Highest Reach: 2,161
  - Total Engagement: 93
  - Facebook Event Responses: 421
- Community Newsletter Mentions: 5

# Holidays in Grinnell



|                                                                                  | Presenting      | Tree Lighting  | Carriage Ride  | Candy Cane     | Cookie       | Jingle             |
|----------------------------------------------------------------------------------|-----------------|----------------|----------------|----------------|--------------|--------------------|
| Named as Presenting Sponsor in all communications                                | •               |                |                |                |              |                    |
| Logo used on sign near new feature in the park                                   | •               | •              | •              |                |              |                    |
| Logo used on the sign at Carriage Ride pickup/drop off location                  | •               |                |                |                |              |                    |
| Logo used in digital marketing, website and printed material                     | •               | •              | •              | •              | •            | Name Only          |
| Name mentioned in any media communications                                       | •               | •              | •              | •              | •            | •                  |
| Logo used on signage throughout the park, specific locations & planter tree tags | Stage           | Center Tree    | In Park        | In Park        | In Park      | In Park, Name Only |
| Opportunity to provide activity at Santa in the Park                             | •               | •              |                | •              | •            |                    |
| Inclusion in Sponsor Spotlight blog post to highlighting events                  | •               | •              | •              |                |              |                    |
| Number of complimentary Sponsored Email Articles                                 | 4               | 4              | 2              | 1              |              |                    |
| First right of renewal for 2026                                                  | •               |                |                |                |              |                    |
| <b>Investment</b>                                                                | <b>\$10,169</b> | <b>\$5,466</b> | <b>\$1,500</b> | <b>\$1,113</b> | <b>\$556</b> | <b>\$280</b>       |
| No. Sold/Total No. Available                                                     | 0/1             | 0/2            | 0/1            | 0/3            | 0/4          | 0/4                |