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	•						
Investment	\$3,989	\$1,836	\$1,500	\$832	\$557	\$333	\$96
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

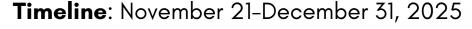
Winter Farmers Market

	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	•				
Investment	\$3,989	\$1,113	\$832	\$557	\$273
No. Sold/Total No. Available	0/1	0/2	0/2	0/2	0/3

Holidays in Grinnell







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	•					
Investment	\$10,169	\$5,466	\$1,500	\$1,113	\$556	\$280
No. Sold/Total No. Available	0/1	0/2	0/1	0/3	0/4	0/4