



2019 SILVER CELEBRATION SPONSORSHIP OPPORTUNITIES



First Night Alexandria showcases and supports the performing and visual arts by producing a safe and fun, family-friendly, alcohol - free New Year's Eve celebration taking place each December 31st in Alexandria, VA. Our goal is to provide an alternative to traditional New Year's Eve celebrations that enables the public to enjoy an evening of entertainment that is family-friendly and affordable.

As a sponsor of the **25th Annual First Night Alexandria New Year's Eve Celebration**, all **Sponsors can** expect maximum visibility through the following acknowledgements:

- **www.FirstNightAlexandria.org** Sponsor page with link to your website homepage
- Event Program and Activities Guide - print and digital versions - distributed and viewed by over **10,000** attendees, City of Alexandria Mayor, City Council and senior staff and Media outlets
- Social Media shout outs
- Annual **Thank You** advertisement in the local newspapers in January 2020
- The First Night Alexandria Annual Report

\$6000+ PREMIERE SPONSOR BENEFITS

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- Social Media shout outs
- Annual **Thank You** advertisement in the local newspapers in January 2020
- The First Night Alexandria Annual Report
- Logo on signage at the main stage
- Up to 15 complimentary admission badges with access to general admission event activities
- Option to purchase additional general admission badges at \$20
- VIP access for 2 company representatives to the Fireworks VIP viewing and Victory Celebration After Party
- Invitation to the FNA Client Appreciation Meet & Greet in April 2020
- Company Sponsored Volunteer Team opportunity with recognition from the FNA Main Stage
- One customizable visibility marketing activation
- Logo on giveaways (ie. T-shirts, ping pong balls, caps/skull caps)

MARKETING & VISIBILITY OPPORTUNITIES:

- ⇒ **FIREWORKS SPONSOR**
- ⇒ **MAIN STAGE SPONSOR**

\$3000 SPONSOR BENEFITS

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- Social Media shout outs
- Annual **Thank You** advertisement in the local newspapers in January 2020
- The First Night Alexandria Annual Report
- Logo on signage at the designated special event or service
- Up to 10 complimentary admission badges with access to general admission event activities
- Option to purchase additional general admission badges at \$20
- VIP access for 2 company representatives to the Fireworks VIP viewing and Victory celebration After Party
- Invitation to the FNA Client Appreciation Meet & Greet in April 2020

MARKETING & VISIBILITY OPPORTUNITIES:

- ⇒ **TROLLEY & TRANSPORTATION SPONSOR**
- ⇒ **FIRST NIGHT'S GOT TALENT SPONSOR**
- ⇒ **SILENT DISCO SPONSOR**
- ⇒ **FEATURED 25TH ANNIVERSARY EVENT SPONSOR**
- ⇒ **HOST HOTEL SPONSOR**
- ⇒ **VIP HOST SPONSOR**

\$1,500 SPONSOR BENEFITS

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- Social Media shout outs
- Annual **Thank You** advertisement in the local newspapers in January 2020
- The First Night Alexandria Annual Report
- Up to 6 complimentary admission badges with access to general admission event activities
- VIP access for 2 company representatives to Victory Celebration After Party
- Invitation to the FNA Client Appreciation Meet & Greet in April 2020

MARKETING & VISIBILITY OPPORTUNITIES:

- ⇒ **MILITARY SPONSOR** - A lanyard with your company logo will be given to active military members who receive a complimentary admission badge. (FNA will supply the lanyard and create the design)
- ⇒ **PERFORMING ARTS CHAMPION**
- ⇒ **PERFORMANCE VENUE PARTNER IN KIND**
- ⇒ **AUDIO VISUAL IN KIND**
- ⇒ **VIP EVENTS FOOD & BEVERAGE PARTNER IN KIND**
- ⇒ **STORAGE FACILITY PARTNER IN KIND**
- ⇒ **TECHNOLOGY PARTNER IN KIND (IPADS, INTERNET HOT SPOTS)**

\$1000 SPONSOR BENEFITS

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- Event Program and Activities Guide - print and digital versions - distributed and viewed by over **10,000** attendees, City of Alexandria Mayor, City Council and senior staff and Media outlets
- Social Media shout outs
- Annual **Thank You** advertisement in the local newspapers in January 2020
- The First Night Alexandria Annual Report
- Up to 4 complimentary admission badges with access to general admission event activities
- VIP access for 2 company representatives to Victory celebration After Party
- Invitation to the FNA Sponsor Appreciation Meet & Greet in April 2020

MARKETING & VISIBILITY OPPORTUNITIES:

- ⇒ **BUSINESS SILVER CELEBRATION SUPPORTER**
- ⇒ **PHOTOGRAPHY IN KIND**

\$750 SPONSOR BENEFITS

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- Up to 2 complimentary admission badges with access to general admission event activities
- VIP access for 2 company representatives to Victory celebration After Party
- Invitation to the FNA Sponsor Appreciation Meet & Greet in April 2020

MARKETING & VISIBILITY OPPORTUNITIES:

- ⇒ **SUSTAINING BUSINESS LEADER**
- ⇒ **KIDS KARNIVALS SPONSOR** - Logo and name on collateral as Presenting Sponsor
- ⇒ **PRINTING PARTNER IN KIND (i.e. POSTCARDS, PROGRAMS, BADGES, BANNERS, LANYARDS, WRISTBANDS, POSTERS)**
- ⇒ **SOCIAL MEDIA CORRESPONDENT IN KIND**
- ⇒ **PRINTED MERCHANDISE (i.e. T-SHIRTS, HATS, GLASSES, NOISE MAKERS, PING PONG BALLS)**

\$500 SILVER CELEBRATION SUPPORTER (INDIVIDUALS ONLY) BENEFITS

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- Social Media shout outs
- Annual **Thank You** advertisement in the local newspapers in January 2020
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- Up to 2 complimentary admission badges with access to general admission event activities
- VIP access for 2 persons to Victory celebration After Party
- Invitation to the FNA Sponsor Appreciation Meet & Greet in April 2020

\$300 RESTAURANT SPONSOR

- **www.FirstNightAlexandria.org** Sponsor page with link to your website homepage
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- Listing on the “Where to Eat” page of the First Night web site with a direct link to your home page.
- Poster for display in your restaurant

MARKETING & VISIBILITY OPPORTUNITIES:

- ⇒ **“Where to Eat”** Listing on the event admission badge (14 AVAILABLE)
- ⇒ **Mobile Food Vendor** Masonic Temple (6 AVAILABLE)

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Sponsorship Commitment



Date: _____

YES! Count on us to support the 25th Anniversary Silver Celebration of First Night Alexandria on December 31, 2019. Sign me up today!

Company name as it should appear in recognition material:

Street address: _____

City, State, Zip: _____

Phone: _____ Number of employees: _____

Primary Contact Person: _____

E-Mail: _____

URL: _____

Social Media Handles:

Facebook _____

Instagram _____

Commitment: \$ _____ Marketing & Visibility Opportunity: _____

Please send an invoice to _____
(Email address)

_____ I would like information on employee volunteer opportunities with First Night Alexandria

**Please return this form along with company logo (.jpg, .pdf, .eps) file to
Marilyn@FirstNightAlexandria.org**

THANK YOU!!

**FIRST NIGHT ALEXANDRIA
221 King Street, Alexandria, VA 22314
Phone: 703. 963.3755**