

The background is a solid blue color with a pattern of white, stylized evergreen tree branches scattered across it. The text is centered in the upper half of the image.

# Christmas in the Cathedral District 2022 Holiday Market

# Holiday Market

- › Opening Night for the Churches
- › Market Vendors
- › Food Trucks
- › Beer Tent
- › Kids Zone
- › Live music choirs and bands outside
- › Church Street (Between Newnan and Market) Closed for Event

# Ticket Details

- › Tickets for individuals and families
  - \$15 Individual Ticket
  - \$50 Family Ticket (4) – includes 2 drink tickets
  - Tickets include access to:
    - › Closed off area of Church Street
    - › Street Market
    - › Entrance to all churches
    - › Access to Go Tugin Rides
    - › Kid's Zone
    - › Food Truck Area
    - › Beer and Wine Area

# Event Budget

Category	Items/Companies	Income	Expense
Entertainment	Opening Night, Lumineria, Go Tukin, Kid's Zone, Drinks cost		\$4,450
Logistics	Insurance, Permits, Lighting, Cost of Event		\$5,436
Marketing	Advertising		\$6,975
Staff	Additional Staff Hours		\$5,000
Sponsorship	Corporate and Personal Sponsorship	\$100,000	
Ticket Sales	Family, Individual, and Drink Tickets	\$11,450	
Totals		<b>\$111,450</b>	<b>\$21,861</b>

**Net Income After Expenses: \$89,589**

# Ticket Budget

- › Tickets for individuals and families
  - \$15 Individual Ticket
  - \$50 Family Ticket (4)
  - \$8 Drink Tickets

## Goal:

- Individual Ticket Sales Goal: 200
- Family Ticket Sales Goal: 100
- Drink Ticket Sales Goal: 400

## Goal:

- Individual Ticket Income Total: \$3,000
- Family Ticket Income Total: \$ 5,000
- Drink Ticket Income Total: \$3,200

# 2022 Christmas Sponsorship Levels

- › \$30,000 Presenting Sponsor
- › \$20,000 Golden Sleigh Sponsor
- › \$10,000 Silver Bells Sponsor
- › \$5,000 Rudolph Sponsor
- › \$2,500 Snowman Sponsor
- › \$1,000 Santa's Little Helper

# 2022 Christmas Sponsorship Goals

- › 1 x \$30,000 Presenting Sponsor
- › 2 x \$20,000 Golden Sleigh Sponsor
- › 3 x \$10,000 Silver Bells Sponsor
- › 10 x \$5,000 Rudolph Sponsor
- › 10 x \$2,500 Snowman Sponsor
- › 10 x \$1,000 Santa's Little Helper

**36 Sponsors, Total of \$185,000**

**Reaching this sponsorship goal would net over \$150,000 for CDJ**