



# CHRISTMAS IN THAME

**SPONSORSHIP & ADVERTISING  
OPPORTUNITIES**

**THAME TOWN COUNCIL**

## **THAME TOWN COUNCIL**

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## **CONTACT**

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**THAME**  
Town Council

# Thame's Favourite Time of the Year

*Every year, people come from all around to experience Christmas in Thame - from the decorated shop windows to the spectacular Christmas lights switch-on event - and we couldn't do it without the help of our supporting partners.*

*Thame Town Council relies heavily on sponsorship from local businesses at Christmas, and we value each and every one of our supporters. We hope to partner with you in 2024.*

**There are several ways you can get involved:**

1. Sponsor an activity or event; help cover the cost of an attraction or prizes. Prices start from only £50.
2. Secure an advertising spot in our 2024 Christmas Guide from only £100.



# Opportunities

- HEADLINE SPONSOR
- CHRISTMAS TREE
- SELFIE-STATION
- SANTA'S GROTTTO
- ONLINE ADVENT
- REINDEER TRAIL
- TRAIL LOCATIONS
- LETTERS TO SANTA
- WINDOW DISPLAYS
- SWITCH-ON ATTRACTIONS
- 2024 CHRISTMAS GUIDE



# HEADLINE SPONSOR

- Your brand recognised as the headline sponsor for Christmas in Thame 2024.
- Your logo prominently displayed on the Christmas Lights Switch-On stage.
- A business representative invited to say a few words during the Switch-On event.
- Special mentions by the comperes as the main sponsor of event/donor of stage.
- Acknowledgement in press releases, social media & Thame Town Council newsletter as the headline sponsor.
- Your logo on the cover of the 2024 Christmas Guide as headline sponsor & a full-page advertisement on the back page (value £800) distributed to 5,000 homes in Thame.
- Your brand & logo included in the Christmas Guide article about the Switch-On event.
- Your logo on two town banners & six entrance signs to Thame promoting the Christmas event.
- Your logo on Thame Town Council's Christmas web page & recognition as the headline sponsor across all print & online publicity.

## £2,000

Your sponsorship helps pay for the main stage at the Christmas Lights Switch-On event.

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# THAME CHRISTMAS TREE



- Your logo prominently displayed at the site of the Christmas tree throughout the festive season.
- Special mentions by compere at switch-on.
- Your logo on the cover of the 2024 Christmas Guide & a half-page advertisement on the inside front cover (value £250), distributed to 5,000 homes.
- Recognition as sponsor/donor of the Tree across all press and online/social media publicity related to the tree.
- Your brand & logo included in the 2024 Christmas Guide article about the Switch-On event & tree.
- Your logo on two town banners & six entrance signs to Thame promoting the Christmas event.
- Your logo on Thame Town Council's Christmas web page & recognition as a supporter across all print & online publicity.

## £1,500

Your sponsorship helps pay for the Christmas tree, its delivery & installation in the Town Centre.

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# SELFIE-STATION

- Your logo prominently displayed at the top of this year's selfie-station backdrop.
- Special mentions by compere at switch-on.
- Your logo on the cover of the 2024 Christmas Guide & a half-page advertisement on the inside front cover (value £250), distributed to 5,000 homes.
- Recognition as sponsor of the Selfie-Station across all press and online/social media publicity about the Selfie-Station, including the online 'selfie' competition.
- Your brand & logo included in the Christmas Guide article about the Selfie-Station.
- Your logo on two town banners & six entrance signs to Thame promoting the Christmas event.
- Your logo on Thame Town Council's Christmas web page & recognition as a supporter across all print & online publicity.

## £1,000

Your sponsorship helps pay for the selfie-station & prizes for the selfie social media competition.

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# SANTA'S GROTTTO

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- Your logo prominently displayed at Santa's Grotto on Saturday 30 November at the Thame Town Hall.
  - Your logo on the cover of the 2024 Christmas Guide as a supporting sponsor & a half-page advertisement on the inside back cover (value £250) distributed to 5,000 homes in Thame.
  - Recognition as the sponsor of Santa's Grotto across all press and online/social media publicity about the Grotto.
  - Your brand & logo included in the Christmas Guide article about Santa's Grotto.
  - Your logo on two town banners & six entrance signs to Thame promoting the Christmas event.
  - Your logo on Thame Town Council's Christmas web page & recognition as a supporter across all print & online publicity.

## £750

Your sponsorship helps pay for the set-up of Santa's Grotto & presents for children.

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# ONLINE ADVENT

- Your logo prominently displayed on the Christmas Advent web page.
- Recognition as the Advent sponsor across all publicity about the online calendar.
- Every day from 1-24 December, social media posts will remind people to check the calendar for that day's treat (discount voucher, Christmas recipe, colour-in etc.)
- Opportunity to use several days of the advent to promote exclusive offers from your brand.
- Your logo on the cover of the 2024 Christmas Guide as a supporter.
- A quarter-page advertisement in the 2024 Christmas Guide (value £100), distributed to 5,000 homes in Thame.
- Your brand & logo included in the Christmas Guide article about the Online Advent.
- Your logo on Thame Town Council's Christmas web page & recognition as a supporter across all print & online publicity.

## £500

Your sponsorship helps pay for the development and management of the online advent web page.

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# REINDEER TRAIL



- Your logo prominently displayed on the Reindeer Trail web page and printed trail entry form.
- Recognition as the Reindeer Trail sponsor across all print and online/social media publicity about the trail.
- Your logo on the cover of the 2024 Christmas Guide as a supporter.
- A quarter-page advertisement in the 2024 Christmas Guide (value £100).
- Your brand & logo included in the Christmas Guide article about the Reindeer Trail.
- Your logo on Thame Town Council's Christmas web page as a supporter & recognition as a supporter across all print & online publicity.

This year's Reindeer Trail will involve 9 venues (see Trail Locations below) & one major sponsor.

Each venue will display a set of letters which spell the name of one of Santa's reindeer - Donner, Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Blitzen & Rudolph.

When a person uncovers the reindeer's name, they will receive a sticker on their entry form. The 9 stickers will spell the word "CHRISTMAS"

Participants will then head to your store with their completed entry to receive a treat & entry into the main prize draw.

## £500



Your sponsorship helps pay for the Reindeer Trail web page, entry forms, and prizes.

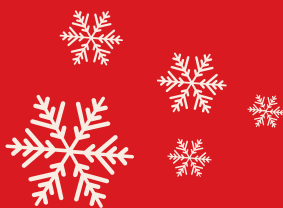
Contact: [belinda.lee@thametowncouncil.gov.uk](mailto:belinda.lee@thametowncouncil.gov.uk)

# TRAIL LOCATIONS x 9

- Your logo displayed as a location on the Reindeer Trail web page.
- Your business name and logo included on the Reindeer Trail entry forms.
- The competition will generate foot traffic to your store as children and their parents search for the letters that spell the name of a missing reindeer. When they uncover the name, your store will give them a sticker with a letter. (The 9 location letters will spell the word "CHRISTMAS").
- Your brand & logo included in the 2024 Christmas Guide article about the Reindeer Trail.
- Your logo on Thame Town Council's Christmas web page as a supporter.



**£50 each**



Your sponsorship helps pay for the cost of print materials & stickers.



# LETTERS TO SANTA



- Your logo prominently displayed on the Letters to Santa web page and Santa Post Box
- The Santa Post Box set-up at your business, generating foot traffic to your store from Fri 22 Nov - Sun 15 Dec.
- Recognition as the Letters to Santa sponsor across all print and online publicity about Letters to Santa.
- Your brand & logo included in the 2024 Christmas Guide article about the Letters to Santa campaign - the guide distributed to 5,000 homes in Thame.
- Your logo on Thame Town Council's Christmas web page as a supporter.
- Opportunity for tie-in with local non-profit group to help raise funds through small voluntary donations with each letter posted.

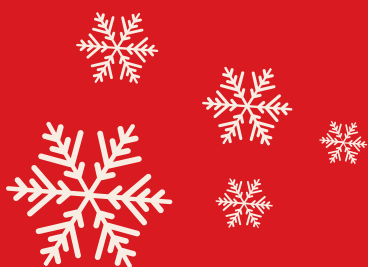
## £300

Your sponsorship helps pay for the printing of materials & Santa's stamps.

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# WINDOW DISPLAYS

- Your logo displayed on the 'Vote for Your Favourite Window Display' website page.
- This year, we are encouraging businesses and residents to dress-up their windows. Your brand will be recognised as the Window Display sponsor across all publicity about the business & home window display competitions.
- Your brand & logo included in the 2024 Christmas Guide article about the Window Display competitions - the guide distributed to 5,000 homes in Thame.
- Your logo on Thame Town Council's Christmas web page as a supporter.



## £200

Your sponsorship helps pay for the prize hampers for this competition.

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# SWITCH-ON ATTRACTIONS



- Your logo displayed at the site of your sponsored attraction.
- Recognition as the sponsor/donor across all print and online/social media publicity related to the attraction.
- Your logo on the cover of the 2024 Christmas Guide as a supporter.
- A quarter-page advertisement in the 2024 Christmas Guide (value £100).
- Your brand & logo included in the Christmas Guide article about the attraction.
- Your logo on Thame Town Council's Christmas web page & recognition as a supporter across all print & online publicity.

## £500 - £1200

Dependant on attraction

Thame has hosted many exciting attractions over the years, from stilt walkers and snow globes to steam trains and ice skating rinks.

Your sponsorship helps pay for one of this year's main attractions.

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# CHRISTMAS GUIDE ADVERTISING OPPORTUNITIES

*In 2024, we will produce a 20-page Christmas booklet. This essential Christmas guide will be distributed to 5,000 homes in Thame, as well as local businesses and the Information Centre.*

## Why Advertise at Christmas?

- **Sales:** Christmas is not only the biggest shopping season, it's also the most competitive, which is why it pays to advertise at this time of year. Stand out from the rest!
- **Brand Awareness:** Christmas evokes feelings of generosity and positivity, which helps brands connect with consumers on an emotional level, building brand awareness and trust.
- **Targeted Audience:** Our Christmas Guide is made especially for the people of Thame, making it the perfect place to advertise your goods, services, specials, or Christmas/New Year opening hours.

Your advertising sponsorship helps pay for the print & distribution costs of the 2024 Christmas Guide.



**ADVERTISING RATES**

- 1/4 page = £100
- 1/4 page inside back cover = £125
- 1/2 page = £200
- 1/2 page inside back cover = £250
- Full page = £400

*Places are strictly limited*



**IT'S CHRISTMAS THAME! 2024**

With thanks to:

**Headline Sponsor**

Supporter

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Supporter

Supporter

Supporter

Supporter

Supporter

Your guide to the festive activities & events in Thame this December

and our supporters:

Supporter

Supporter

Supporter

Supporter

Supporter

Information correct at time of publication and is subject to change. For the latest updates, visit:  
[www.thametowncouncil.gov.uk/christmas](http://www.thametowncouncil.gov.uk/christmas)  
 Christmas In Thame #ChristmasInThame

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