



208 Elk Avenue South, Fayetteville, TN 37334 - 931.433.1234

November 10 & 11, 2023

HostOfChristmasPast.com

Dear Host Supporter,

The Oversight Committee of the 31st Annual Host of Christmas Past is currently making plans for this year's festival. The event dates are Friday evening, November 10th from 5pm to 8pm and Saturday, November 11th from 9am to 7pm.

As you know, HCP brings thousands of visitors into our community each year. It is through the generous contributions of businesses, industries and community minded individuals like you that it is possible to hold an event of this magnitude in Fayetteville, Lincoln County. This year, we are asking once again for your financial support. By making your commitment early you will aid our volunteer committee in decision making for the upcoming 30th Annual festival. Your business and our community as a whole will prosper through the support of all our efforts combined.

Please read over the sponsorship benefits on the back of this page to choose your Level of Support for this year's festival. Through our partnership with Experience Tennessee we will be providing a digital event map to Diamond, Premier, and Platinum Level Supporters. This will be available on the Experience Tennessee App and Website. Diamond, Premier, and Platinum Level Supporters of this year's event will have the ability to place "beacons" on the map that will activate push notifications to attendees of special offers, sales, or a thanks for sponsoring the event.

Unless specified, dollars donated will be used for events, musical entertainment, printing of brochures and signs, mailing brochures to out of town visitors, radio ads and various print publications, portables and other necessities needed to make the festival a success and enjoyable for everyone. ***The attached form and check must be received by Friday, September 1, 2023 to be included in the HCP brochure.***

HCP is a partnership with FLC Chamber of Commerce & Tourism Bureau, Local Businesses and Volunteers. Working together we can make the 31st Annual Host of Christmas Past even better than ever! Thank you in advance for your contribution.

Jennifer Swindall, HCP Support Committee Chair

Diamond - \$5,000 [Top Level of Support]

**Specifics can be discussed with your Diamond Supporter, i.e. Presenting Supporter of a Main Event ~ options can be explored.*

- Your business will be shown on our digital event map. Through Experience Tennessee we will be placing a "beacon" on your location on the map. This will activate push notifications to attendees of special offers or Sales you have during HCP.
- Referenced in all printed promotional articles, official posters, television ad
- Boost your search visibility by including your business logo as Diamond Supporter on HostOfChristmasPast.com
- Listing with main event decided upon as presenting supporter in Event Brochure
- Listing in Event Brochure as Diamond Supporter
- Will receive HCP Window Decal to show of your support and festival commitment

Premier - \$1,000

- Sole Sponsorship of one approved HCP Event (Business name will be displayed with the event)
- Your business will be shown on our digital event map. Through Experience Tennessee we will be placing a "beacon" on your location on the map. This will activate push notifications to attendees of special offers or Sales you have during HCP.
- Listing as Premier Supporter in Event Brochure
- Will receive HCP Window Decal to show of your support and festival commitment

Platinum - \$500

- Supporter will be one of a group of supporters an approved HCP Event (Business name displayed with the event)
- Your business will be shown on our digital event map. Through Experience Tennessee we will be placing a "beacon" on your location on the map. This will activate push notifications to attendees of special offers or Sales you have during HCP.
- Listing as Platinum Supporter in Event Brochure
- Listing as Platinum Supporter on HostOfChristmasPast.com
- Will receive HCP Window Decal to show of your support and festival commitment

Gold - \$300

- Listing as a Gold Supporter in Event Brochure
- Listing as Gold Supporter on HostOfChristmasPast.com
- Will receive HCP Window Decal to show of your support and festival commitment

Silver - \$150

- Listing as a Silver Supporter in Event Brochure
- Listing as Silver Supporter on HostOfChristmasPast.com
- Will receive HCP Window Decal to show of your support and festival commitment

***Please Select your Level of Support for
Host of Christmas Past 2023***

- Diamond - \$5,000
- Premier - \$1,000
- Platinum - \$500
- Gold - \$300
- Silver - \$150

BUSINESS NAME

BUSINESS POINT OF CONTACT NAME

--	--

Signature of Point of Contact: _____

Email of Point of Contact: _____ Phone: _____

*Please review the many benefits
with each level of support
on the previous page.
Your contribution is appreciated and will make
a difference to this community tradition!*

***Return this application by
Friday, September 1, 2023
along with your check made payable to
HCP || Host of Christmas Past
208 Elk Avenue South || Fayetteville, TN 37334***

This form serves as your invoice; please make a copy for your records.



2021 Festival Business Survey

We were happy to bring you HCP 2021!

The volunteer Oversight and the Planning Committees work very hard from January to November preparing for the event. We strive to make each Host of Christmas Past successful and enjoyable for the entire community. We're hearing positive comments about this year's festival and we'd like to hear from you.

We realize it may be difficult for you to compare this year's festival with past years but your input is important to us. Please take a moment to fill out the following survey and return to flcchamber@fpunet.com on or before Friday, December 17th.

Please rate the following questions on a scale of 1 to 5 (5 being great to 1 being not as good)

*Did you extend business hours on Friday evening? ___ Yes ___ No

If so, how would you rate sales and number of shoppers Friday evening? 1 2 3 4 5

*How would you rate business/sales Saturday? 1 2 3 4 5

How were Saturday sales compared previous Host of Christmas Past? ___ better, ___ same, ___ not as good

** It is of course our hope that next year we will be back to what we used to call normal. We would appreciate any ideas for the future you may have and ways to implement them:*

1) _____

2) _____

Thank you for your commitment to our community!

All HCP sponsors are sincerely appreciated!

Without committed sponsors like yourself the festival could not take place.

The Sponsorship Committee will be gearing up for the 2022 campaign in early spring. We remind you to please consider now your level of commitment to the festival when planning your businesses budget for the coming year.

Sponsorships are accepted throughout the year and knowing in advance will aid the committee in adding new activities to HCP 2022. To allow time for planning, promotion, brochure printing and delivery the deadline for sponsorships will be September 9, 2022.

Sponsorship Levels are Diamond \$5,000, Premier \$1,000 and above, Platinum \$500, Gold \$300, Silver \$150 Please see information below when considering the level that would benefit your business best.

Diamond - \$5,000 [Top Level of Support]

**Specifics can be discussed with your Diamond Support, i.e. Presenting Supporter of a Main Event ~ options can be explored.*

- Referenced in all printed promotional articles, official posters
- Boost your search visibility by including your business logo as Diamond Supporter along you're your website link on HostOfChristmasPast.com
- Listing with main event as presenting supporter in Event Brochure
- Listing in Event Brochure as Diamond Supporter
- Will receive HCP Window Decal to show of your support and festival commitment
- Top Listing Diamond Supporter on HostOfChristmasPast.com

Premier - \$1,000

- Boost your search visibility by including your business logo as Premier Supporter along with your website link on HostOfChristmasPast.com
- Sole Sponsorship of one approved HCP Event (Business name will be displayed with the event)
- Listing as Premier Supporter in Event Brochure
- Will receive HCP Window Decal to show of your support and festival commitment

Platinum - \$500

- Boost your search visibility by including your business logo as Platinum Supporter on HostOfChristmasPast.com
- Business name displayed in Event Brochure as one of a group of supporters of an approved HCP Event
- Listing as Platinum Supporter in Event Brochure
- Will receive HCP Window Decal to show of your support and festival commitment
- Listing as Platinum Supporter on HostOfChristmasPast.com

Gold - \$300

- Listing as a Gold Supporter in Event Brochure
- Will receive HCP Window Decal to show of your support and festival commitment

Silver - \$150

- Listing as a Silver Supporter in Event Brochure
- Will receive HCP Window Decal to show of your support and festival commitment

I will commit now to being a 2022 _____ Level Sponsor and understand payment must be paid in full by the deadline of September 9, 2022.

Your name: _____ *Business name:* _____

Form must be signed to be complete.