

Holiday Festival Sponsorship Opportunities

1) Holiday Cottage

The Holiday Cottage, commonly known as the police booth, sits in the center of Downtown Glen Cove. Thousands of people pass the holiday exhibit designed as Santa's workshop and a Gingerbread House in the past. The Holiday Cottage has been the backdrop for many holiday photos.

- During the last week of November through the 1st week of January your company logo & name will be exhibited on the Holiday Cottage.
- You will receive the Glen Cove Downtown BID's social media coverage that will reach up to 12,000 people in your target group.
- Your company name & logo will appear in the Holiday Festival program given to the hundreds of people that attend this event.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in a News 12 Long Island commercial.
- All marketing materials will have acknowledgement of your sponsorship.
- The cost of this sponsorship is **\$1,300.00**



2) The Horse & Carriage Ride

The horse & carriage ride attracts hundreds of people to the center of Downtown Glen Cove. The line forms all the way around the corner as families & friends of the Glen Cove community wait for their turn to ride the carriage around the downtown area.

- Your company name and logo will appear on a banner alongside the horse and carriage for all to see in the downtown area.
- You will receive the Glen Cove Downtown BID's social media coverage that reaches up to 12,000 people in your target group.
- Your company name & logo will appear in the Holiday Festival program given to the hundreds of people who attend this event.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in a News 12 Long Island commercial.
- All marketing materials will have acknowledgement of your sponsorship.
- The cost of this sponsorship is **\$1,600.00**.



3) Photos with Santa

Children line up to give Santa their Christmas list while taking a free photo. A Polaroid picture is affixed to a holiday card with your company name on it.

- Up to 500 memorabilia pictures and cards with your company name and logo are given to the children's parents.
- You will receive social media coverage that will reach up to 12,000 people in your target group.
- A banner acknowledging your sponsorship will be placed on the booth.
- Your company name and logo will appear in the Holiday Festival program given to the hundreds of people who attend this event.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in a News 12 Long Island commercial.
- All marketing materials will have acknowledgement of your sponsorship.
- The cost of this sponsorship is **\$400.00**.



4) Candy Cane Sponsorship

No visit to Santa is complete without the gift of a candy cane. Santa gives candy canes to all the children who visit him.

- Your company name and logo will appear in the Holiday Festival program provided to the hundreds of people who attend this event.
- You will receive the Glen Cove Downtown BID's social media coverage that reaches up to 12,000 people in your targeted group.
- Your company name will be included in all press releases about this event.
- The Holiday Festival will be advertised in a News 12 Long Island commercial.
- All marketing materials will have acknowledgement of your sponsorship.
- The cost of this sponsorship is **\$150.00**.

5) The Grinch Sponsorship

Attendees will be entertained by a visit from the Grinch, who will attempt to spoil their holiday fun. This is a great photo-op and adds another element to the festival.

- Your company name and logo will appear in the Holiday Festival program.
- You will receive the Glen Cove Downtown BID's social media coverage that reaches up to 12,000 people in your targeted group.
- Your company name will be included in all press releases about this event.
- The Holiday Festival will be advertised in a News 12 Long Island commercial.
- All marketing materials will have acknowledgement of your sponsorship.
- The cost of this sponsorship is **\$200.00**.



6) Hot Cocoa, Coffee, Water and Treats in Kind or Cash

It has been tradition for the BID to serve hot cocoa, coffee, and water during the Holiday Festival. Sponsors provide these treats for the 400-plus attendees.

- Your company name and logo will appear in the Holiday Festival program given to 400-plus people that attend this event.
- A sign acknowledging your sponsorship will appear on stage.
- You will receive the Glen Cove Downtown BID social media coverage that reaches up to 12,000 people in your target group.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in a News 12 Long Island commercial.
- All marketing materials will have acknowledgement of your sponsorship.



7) Hot Cocoa and Cookie Bar

The Hot Cocoa and Cookie Bar serves more than 1,000 cups of hot cocoa to festival-goers who select their own toppings. The assortment of offerings includes crushed peppermint, crushed Oreos, marshmallows, whipped cream and more.

- Your company name and logo will appear in the Holiday Festival program given to the hundreds of people who attend this event.
- A sign acknowledging your sponsorship will appear on stage.
- You will receive the Glen Cove Downtown BID social media coverage that reaches up to 12,500 people in your target group.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in a News 12 Long Island commercial.
- All marketing materials will have acknowledgement of your sponsorship.
- Cost of this sponsorship is **\$300.00**



8) Choo-Choo Train Rides

New to the Holiday Festival, attendees can take a ride on a choo-choo train. This attraction is fun for the kids, and parents can ride along. The magic of the holidays will come alive with this activity.

- Your company name and logo will appear in the Holiday Festival program given to the hundreds of people who attend this event.
- A sign acknowledging your sponsorship will appear on stage.
- You will receive the Glen Cove Downtown BID social media coverage that reaches up to 12,500 people in your target group.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in a News 12 Long Island commercial.
- All marketing materials will have acknowledgement of your sponsorship.
- Cost of this sponsorship is **\$650.00**.



****Please note sponsorships may be shared between two businesses****

Business name:

Contact name:

Phone number:

Cell number:

E-mail:

Street Address:

I am interested in the following sponsorship:

Check is enclosed in the amount of \$:

Signature:

Return to:
Glen Cove Downtown Business Improvement District
30A Glen Street, Suite 200
Glen Cove, New York 11542
Tel: (516) 759-6970
Email: info@glencovedowntown.org

Glen Cove Downtown B.I.D.'s Holiday Festival

For over 20 years the Glen Cove Downtown Business Improvement District has been celebrating the holidays with Glen Cove residents and our visitors. In 2022, the lines were endless as our guests waited to greet and take a photo with Santa in his magical den, decorated by Anthony Lisena from Take It Away. Our volunteers poured over 1,000 cups of hot cocoa, and guests chose all sorts of toppings from our Hot Cocoa Bar. Santa received hundreds of letters that were written at our "Write a Letter to Santa" station. The long line for the Horse and Carriage rides went by quickly as the crowd was entertained by our long list of performers.



HERALD NEIGHBORS



Roksana Amid/Herald photos

FAMILIES GOT TO ride around the city on a hoarse carriage led by the Grinch. The carriage fit roughly 15 passengers who toured city streets while meeting with the Grinch.



NISHANT SINGH, LEFT, Jind Anand, Kash Anand and Puja Malhotra drank hot chocolate before meeting Santa.

Rain doesn't stop holiday cheer

By **ROKSANA AMID**
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The tree lighting ceremony, a local favorite event in Glen Cove, has been a great way for the community to bring itself together and spread all the love and values that embody this time of year. The pouring rain on the cold Saturday afternoon didn't stop a sizeable crowd from heading to the city's Village Square for the decades-long holiday festival, organized by the Downtown BID in conjunction with the city's Christmas tree lighting.

Although the wind and rain cancelled events like the train rides through city, the umbrellas were out, and the holiday cheer was in full swing as people enjoyed cookies, danced to Christmas songs and met Santa. Children completed their wish lists by writing

letters to Santa and got creative at the stocking decorating station. There were plenty of free candy canes, hot cocoa, cookies, popcorn balls and other special treats for all before and after the free carriage ride throughout the downtown streets. There were also performances held by Our Lady of Mercy Academy Select Choir and the Glen Cove High School Jazz Band.

The Grinch and his girlfriend, Martha May Whovier, made a special appearance in Santa's den.

Moments before the 28-year-old, 45-foot Colorado blue spruce was lit for the season, Mayor Pamela Panzenbeck and other elected officials invited children from the audience to sing holiday songs. Santa came to the tree lighting ceremony riding on top of a city fire truck and then was escorted to the base of the tree to meet the children.



SANTA MET WITH children who shared their Christmas wishes, above right.

THE GRINCH AND his girlfriend, Martha May Whovier, far right, made a special appearance in Santa's den.

GLEN COVE HIGH School students Isabella Damiano, left, Taylor Enrile, Maddy Kaffi, Olivia Bifone and Siena Scagliola volunteered.

