

November 10, 2010

Christkindlsmarkt Committee
PO Box 344
Excelsior, Minnesota 55331

Dear

The community of Excelsior will kick off the 2010 Christmas season on Thanksgiving weekend with the magic of Christkindlsmarkt, a German tradition that has made its way to Excelsior. Christkindlsmarkt has been a great success since it began in 2007. This charming affair has evolved into a community event with Excelsior as the perfect venue where the magic of Christmas prevails.

The festival is an original open air market featuring German Christmas traditions such as German Sausages and Potatoes, assorted Almonds, Strudel, Chocolates, Kinder cocoa, and Gluhwein (warm, sweet spicy wine). Vendor stalls will be filled with traditional gifts, handcrafted ornaments, wooden toys, and nutcrackers, smokers, blown glass art, vintage pieces, handmade sweaters, mittens and one-of-a-kind treasures.

As a nonprofit community organization, we are hoping for your continued support for this marvelous family oriented event. Please consider sponsoring Santa, who is such a wonderful Santa, or Santa's reindeer, who will be at Christkindlsmarkt on Saturday, Nov. 27th, or the parades, the Grande opening parade Friday morning and the Friday evening Children's lighted lantern parade.

Attached for your consideration are our Sponsorship requests.

Thank you so much for your consideration and attention.

Best Regards,

Myrle Mackenzie

Christkindlsmarkt Committee

Sponsorship Opportunities

Reindeer Sponsorship \$500.00

- ◆ Recognition in all print ads including logo
- ◆ Special website recognition with link to sponsor's website
- ◆ Special on-site signage on reindeer stand
- ◆ Listed in the Christkindlsmarkt program
- ◆ Included in the Merchant gift bag handout to guests

Parade Sponsorship \$500.00

- ◆ Special website recognition with link to sponsor's website
- ◆ Special on-site signage during parade
- ◆ On-site signage recognition
- ◆ Listed in the Christkindlsmarkt program
- ◆ Included in the Merchant gift bag handout to guests

Santa Claus/Trolley \$250.00

- ◆ Special website recognition with link to sponsor's website
- ◆ Special on-site signage in trolley
- ◆ On-site signage recognition
- ◆ Listed in the Christkindlsmarkt program
- ◆ Included in the Merchant gift bag handout to guests

Company Name: _____
(SPONSORING COMPANY NAME AS IT WILL APPEAR IN ALL PRINTED MATERIAL)

Contact's Name and Title: _____

Address: _____

City: _____ Zip: _____

Phone: _____

Email _____

Company Website Address: _____

Sponsorship Level: _____

Please make checks payable to Excelsior Christkindlsmarkt.
Mail to:

Excelsior Christkindlsmarkt
P.O. Box 344
Excelsior, MN 55331

For more information, please contact: Myrle Mackenzie at 952-292-8898, myrlemac@aol.com,
Denise Westman at 612-723-4734, or Rick Meyer at 612-750-6917.