



**WINOOSKI
HOLIDAY
POP-UP SHOP
2024
FUN
FACTS:**

The annual Winooski Holiday Pop-Up Shop is our start to the holiday season! This event connects holiday shoppers with dozens of local vendors, as well as DJs and specials from downtown businesses. It's an opportunity to party while you shop and shop while you party!

The 2024 Holiday Pop-Up Shop will be Thursday, December 5th!

2023 was the 10th anniversary of the Holiday Pop-Up Shop since it's inception at the Monkey House in 2013!

Last year was the Pop-Up's biggest year yet with 60 vendors and 9 DJs at 12 venues around downtown.

In 2024, a hot chocolate tasting and local trolley from Burlington will be added to the event.

Contact Melissa Corbin at melissa@downtownwinooski.org or at 802.310.6942 with sponsorship inquires.

PRESENTING SPONSOR

\$1500 • 1 Available

- Presenting sponsor supports cost of DJs at venues
- Holiday Pop-Up Shop 'Presented by Your Company + Downtown Winooski' with prominent logo and company name on all promotional materials, signage, posters, and social media posts
- Prominent logo on signage for side(s) of trolley
- Booth space on event night (set-up provided by sponsor)
- Logo and website link on downtownwinooski.org
- Mention as Presenting Sponsor on email blasts to 3K+ distribution [1]
- Individual Business promotion on social channels with 6K+ followers [1]
- Presenting sponsorship mentions for event promotion on social channels with 6K+ followers

SIP WHILE YOU SHOP SPONSOR

\$1000 • 1 Available

- Sip While You Shop sponsor supports cost of brand new hot chocolate tasting element
- Holiday Pop-Up Shop 'Supported by Your Company' with logo and company name on all promotional materials, signage, posters, and social media posts
- Mention with logo and company name on hot chocolate tasting-related signage
- Logo on signage for side(s) of trolley
- Logo and website link on downtownwinooski.org
- Mention as Sip While You Shop sponsor on email blasts to 3K+ distribution [1]
- Individual Business promotion on social channels with 6K+ followers [1]
- Sponsorship mentions for event promotion on social channels with 6K+ followers

PARTY SMART SPONSORS

\$500 • 4 Available

- Party Smart sponsors support cost of brand new local trolley element
- Logo and company name on all promotional materials, signage, posters, and social media posts
- Logo on signage for side(s) of trolley
- Logo and website link on downtownwinooski.org
- Mention as Party Smart sponsors on email blasts to 3K+ distribution [1]
- Sponsorship mentions for event promotion on social channels with 6K+ followers