



Winooski HOLIDAY POP-UP SHOP

PARTY INSIDE



HOLIDAY POP-UP SHOP | THURS, DECEMBER 5

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!

Running a decade strong, the Pop-Up had a record year in 2023 with 60 vendors and 9 DJs across 12 venues.

PARTY SPONSOR (PRESENTING) \$500 • 1 Available

- Party sponsor supports cost of DJs at venues
- Holiday Pop-Up Shop 'Presented by Downtown Winooski & Your Company' with prominent logo on all promotional materials
- Prominent logo on Pop-Up Passport (hundreds of copies printed and distributed to all attendees)
- Booth space on event night (set-up provided by sponsor)
- Logo and website link on downtownwinooski.org
- Mention as Party/Presenting Sponsor on email blasts to 3K+ distribution [1]
- Individual Business promotion on social channels with 6K+ followers [1]

POP-UP SPONSORS \$250 • 3 Available

- Pop-Up sponsors support cost of Pop-Up Passport
- Logo on all promotional materials
- Logo on Pop-Up Passport (hundreds of copies printed and distributed to all attendees)
- Logo and website link on downtownwinooski.org
- Mention as Pop-Up Sponsor on email blasts to 3K+ distribution [1]