



HOLIDAY POP-UP SHOP | THURSDAY, DEC 4

The Winooski Holiday Pop-Up Shop is our start to the holiday season! This market connects holiday shoppers with dozens of vendors at local businesses with live DJs. It's an opportunity to party while you shop and shop while you party!



This event has grown considerably since our co-host Monkey House started it over a decade ago! We hosted over 50 vendors and 9 DJs at 12 businesses in 2024.

The Pop-Up Passport provides a fun, interactive element that encourages hundreds of visitors to go to all venues.

**Ready to help us make it happen? Contact Executive Director Melissa Corbin
802-310-6942 | melissa@downtownwinooski.org**



Holiday Pop-Up Shop

December 4, 2025

SPONSORSHIP BENEFITS	PRESENT SPONSOR \$100 3 OPEN 0 FULL	POP-UP SPONSOR \$250 FULL	PARTY SPONSOR \$500 FULL
Logo Included on Event Graphics	✓	✓	✓
Logo & Link on Event Webpage	✓	✓	✓
Shoutout in Email Newsletter	✓	✓	✓
Logo on Pop-Up Passport		✓	✓
Individual Social Media Highlight			✓
Booth Space at Event			✓
Early Access to 2026 Sponsorships	✓	✓	✓



SPONSORSHIP REACH

Downtown Winooski Instagram Followers	4.2K
Downtown Winooski Facebook Followers	2.6K
Downtown Winooski Website Visitors/Month	800
Newsletter Subscribers	1.9K
Projected Event Attendees	500

Logo, signage, and event booth materials provided by sponsor. Sponsorships must be confirmed prior to beginning of event month for newsletter benefits.

Downtown Winooski is a registered 501c3 and your donation is tax deductible.