

Holiday* Pop-Up Shops



2016 HOLIDAY SPONSORSHIP & ADVERTISING DETAILS

Dear friends and neighbors,

As we plan our 5th Holiday Pop-Up Shops (yes, 5th!), we are overwhelmed with thankfulness and joy and memories from the past four years. With new ideas and excitements, every year has delivered a unique holiday season for our shops and customers.

In 2015, we added the hot chocolate stand and new dome signs in addition to several new retailers — we're happy to report that despite an ice storm during Thanksgiving weekend, we had a wonderful year with record-breaking attendance.

We're continuing the momentum in 2016 with the Christmas Tree lot and Midtown tree returning. We're also adding more food options and an additional week of shopping (thank you, calendar.) Oh, and expect new shops - adding the 5th week means that there are more chances for shops to find a spot at the event. Behind the scenes, we're upgrading our wireless network to span farther and be more reliable for vendors during busy times.

For four seasons, many of you and your organizations have supported the event through promotion, attendance or sponsorships. Those contributions have been essential to making the event what it is today. This event is a absolutely a community event and we love that about it.

Thank you for supporting our local merchants and helping create a destination for holiday memories in Midtown.

Cheers!

**The Holiday Pop-Ups team,
Allison, Cleo & John**



IN THE MEDIA

We share our event details and shops with customers through Oklahoma City's most relevant media outlets. In addition to paid advertising, we are grateful to have been featured in:

The Oklahoman | *OKC-based winter markets offer alternative for holiday shoppers* | *Small Shops in Oklahoma City use creative marketing to lure Black Friday traffic*

Oklahoma Gazette | *STYLE: Business owners can experiment at Holiday Pop-Up Shops* | *Pop Goes the Shop*

Journal Record | *Holiday Pop-Up Shops vendors selected* | *Pop-Up Shops provide boost for new retailers*

Metro Family Magazine | *Shop OKC's Pop-Ups This Christmas*



Organizer Allison Barta Bailey, right, works with Natalie Spencer, of The Paper Society Oklahoma City, to set up her holiday popup shops at NW 10 and Hudson. [Photo by Paul Hellstern, The Oklahoman]

Sooner Catholic Magazine | *Saint Anthony's Holiday Pop-Up Shops humanize, revive Christmas Shopping, Volunteers relish tradition of BJCS Christmas Tree Lot*

News Stations: News9, KOCO, KFOR, FOX25

YELP: Featured on weekly email.

KOSU/SPY: Social media & regular programming

Tourism connections: Adventure Road partner, feature on VisitOK.

Holiday Pop-Ups social media connections: 6500+ Instagram followers, 3000+ Twitter followers with 1000 interactions during the holiday season, 4750+ likes on Facebook.



Holiday
Pop-Up
Shops

2016
SPONSORSHIP/ADVERTISING

Be the One. Reserved for one highlighted partner...

NORTH POLE PARTNER

\$15,000

This space is reserved for no more than one partner that wants to have a featured role at the Pop-Up Shops. They get to enjoy the perks of hearing their name mentioned with the Holiday Pop-Up Shops all season long online, in the media and displayed in our event logo.

Our North Pole partner receives:

- Brand association with the event on all press and marketing material - your logo included on our event branding all season
- An opportunity for promotional space at event during all weekends
- An opportunity for a press interview about the Holiday Pop-Up Shops
- All other relevant benefits of the Dome, Glacial, Ice and Snowfall levels



Holiday
Pop-Up
Shops

PRESENTED BY YOUR LOGO HERE

Eat, Drink & Be Merry!

~~MERRY MARKET PARTNER~~

Unavailable

Our Merry Market partner is the named brand for our new food market inspired by heritage German Christmas markets. Merry Market partner receives:

- Access to use one of the Market tents for food or beverage sales
- Your logo at the event on the public Market entrance
- Your logo on the Shops' website
- Personalized social media posts from the Holiday Pop-Ups account
- All other benefits of the Ice and Snowfall levels



See your name in lights. On a dome.

DOME PARTNER

\$5,000

Our Dome level partners establish the foundation for the main attraction at the event... the shops! There are ~~six~~ *three*** available, one for each of the domes. Throughout the season, your brand *will be* the name of the dome. Our Dome partners receive:**

- Brand association with a specific dome, including using your brand as an identifier on social media. ex: "Visit the pop-up shop in the ...<your awesome company name>... dome.
- Your logo on a glowing sign in front of your dome
- Inclusion as a partner in media releases
- Your logo on the event poster, distributed to over 100 locations
- All other relevant benefits of the Ice and Snowfall levels

Merry and bright!

TREE PARTNER

Unavailable
~~\$5,000~~

Our Tree level partner adds that extra holiday spirit to the event. We have one tree, so only one partnership is available in this category. Our Tree partner receives:

- Brand association with the Christmas tree, including using your brand as an identifier on social media. ex: "Take a photo in front of the ...<your company name>... tree.
- All Dome level perks, but attached to the tree
- All other benefits of the Ice and Snowfall levels

What's cooler than cool? Ice cold.

ICE PARTNER

\$500

Our Ice partnership is for those small businesses whose logo is important to brand recognition.

Ice partners receive:

- Your business name on a sign at the event
- Your logo on the Shops' website
- All other partnership benefits of the Snowfall level

There's no business like snow business...

SNOWFALL PARTNER

\$250

Our Snowfall partnership is perfect for restaurants and small businesses with ties to Midtown.

Snowfall partners receive:

- Your business name on the Shops' website
- Restaurant or beverage partners may trade out this partnership for VIP experience food service.
Email shops@bartabailey.com for more information.
- Retweets and shares from the OKC Pop-Ups social media account
- Warm fuzzies

All partners...

receive a Dropbox full o' digital goodies containing logos, posters, cards, photos and things like that. We'll make it easy to outfit your social media profiles and show your support for the Shops!

To reserve your partnership, please contact shops@bartabailey.com or register through our website, okcpopups.com/support.

Cheers!



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