



# Holiday\* Pop-Up Shops

**2017 HOLIDAY SPONSORSHIP & ADVERTISING DETAILS**

Friends and Neighbors,

We begin our new holiday season (also known as *spring*), pulling photos and quotes from past years for our marketing materials. December is in the rearview mirror and we get to reminisce about our favorite shops at the event and the magic that the holiday season brings to downtown Oklahoma City. It also allows us to look forward toward a new season, a new group of shop owners and a new opportunity to make Oklahoma City even better.

In 2016, our 44 local shops, sponsors and vendors contributed to our best year yet. We hope that 2017 will continue the success and growth — Please join us in making that happen! Your sponsorship not only advertises your brand at the event, it allows us the opportunity to price rental space so that local shops that you love can afford it. It pays for the special details... the live music, the lights and the sparkle that contribute to this place that our customers have made a tradition. Thank you for your support and Cheers to 2017!

Allison Cleo John

Allison, Cleo & John  
The Holiday Pop-Ups Team





# 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** | *Downtown Oklahoma City is decked out with temporary shops | OKC-based winter markets offer alternative for holiday shoppers | Small Shops in Oklahoma City use creative marketing to lure Black Friday traffic*

**Oklahoma Gazette** | *Holiday Pop-Up Shops return for fifth year | 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*

**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

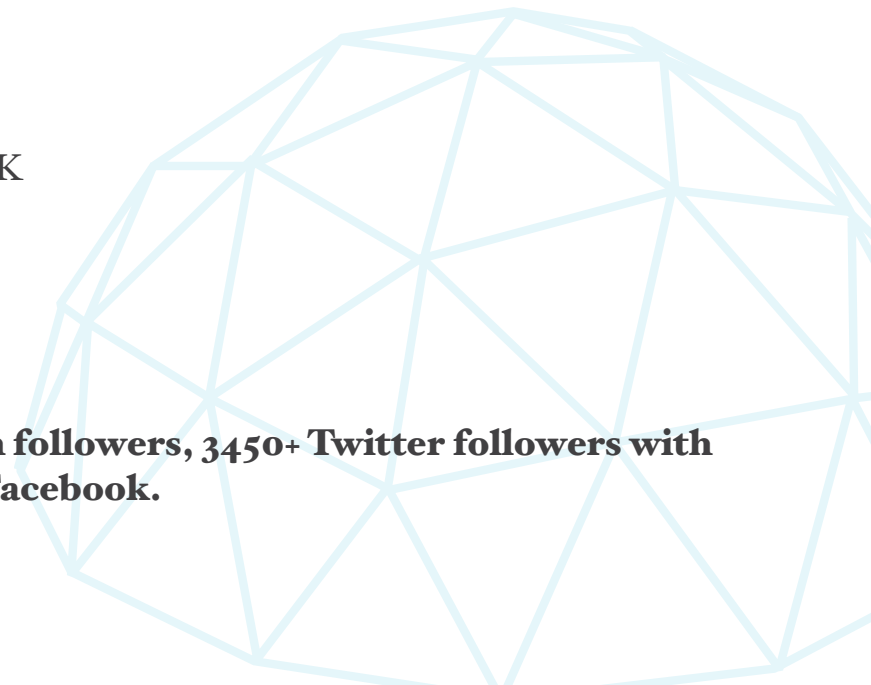
**KOSU/SPY:** Social media & regular programming

**Tourism connections:** Adventure Road partner, feature on VisitOK

**So6ix Magazine Okie Honor Award:** Best Annual Festival

**Downtown in December featured event**

**Holiday Pop-Ups social media connections: 9300+ Instagram followers, 3450+ Twitter followers with 1000 interactions during the holiday season, 5800+ likes on Facebook.**





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

## **NORTH POLE PARTNER**

**\$15,000**

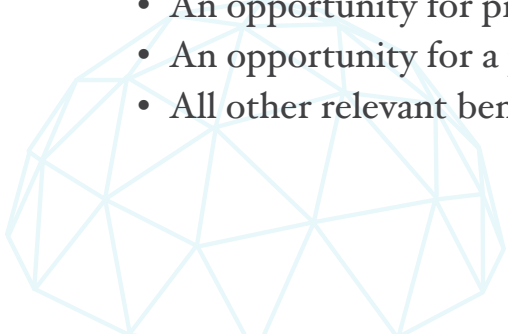
**This space is reserved for no more than one partner that wants to have a featured role at the Pop-Up Shops. They get to enjoy the perks of hearing their name mentioned with the Holiday Pop-Up Shops all season long online, in the media and displayed in our event logo.**

### **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



*See your name in lights. On a dome.*

## **DOME PARTNER**

**Our Dome level partners establish the foundation for the main attraction at the event... the shops! There are six 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 specific 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

**\$5,000**



*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](mailto:shops@bartabailey.com) for more information.
- Retweets and shares from the OKC Pop-Ups social media account
- Warm fuzzies







*"It's the best place for a retail endeavor to launch and the exposure you gain there can't be beat."*

***Ben Nockels***

***Owner, Commonplace Books***





*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](mailto:shops@bartabailey.com) or register through our website, [okcpopup.com/sponsor](http://okcpopup.com/sponsor).

