



ARIZONA CENTER FOR GERMANIC CULTURES, INC.

P.O. Box 94016, Phoenix, AZ 85070-4016

www.ac4gc.org

August 2009

Dear Friend of the Germanic Cultures,

A special holiday market will return to Downtown Mesa this December: The Arizona Center for Germanic Cultures, Inc. in cooperation with the Downtown Mesa Association (DMA) is happy to present for the second time: Christkindlmarkt! In this exciting seasonal event we celebrate the holiday traditions of Central and Northern Europe with residents of and visitors to Mesa, Arizona on December 5, 2009 from 11am to 9pm.

Inspired by the Germanic holiday markets, the Christkindlmarkt team will share the traditions of St. Nickolaus and the Christkind, the markets namesake, with the market goes in a colorfully lit and decorated setting. Guests will be able to take in the holiday spirit by listening to joyful music, shopping at glassblowers, woodworkers, book and toy sellers, and others offering holiday gifts while the kids watch the puppet theater.

The holiday crowd will find a heart-warming air filled with Christmas presentations, flavors of Nuremberger Bratwurst and hot goulash soup with Gluehwein (mulled wine) or hot apple cider and hot chocolate for the kids. Wafts of gingerbread spice, holiday cookies and candies, roasted chestnuts and some of the best old world chocolates around will send Mesa into the holidays.

Please help us make this event a success again! Last year's Christkindlmarkt drew over a thousand visitors to downtown Mesa. With your generous sponsorships, exhibits, and vending of holiday fare we will bring them back and beyond.

Sincerely,

The Mesa Downtown Christkindlmarkt is produced by The Arizona Center for Germanic Cultures, Inc. (AC4GC) in cooperation with The Downtown Mesa Association to create a German-style Christmas Market and raise monies for a future Cultural Center. The AC4GC is recognized as a not-for-profit corporation under IRS rule 501(c)3, EIN: 20-2684739



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Wolfgang Klien,, Event Chair

Second Annual Mesa Downtown Christkindlmarkt

December 5, 2009, 11am to 9pm

Cash Sponsorship and Vendor Opportunities

Nuremberg Sponsorship (one available) \$2,500

Recognition as the Presenting Sponsor (valued at \$10,000)

Sponsoring the Stage

Name included in the event title: "Mesa Downtown Christkindlmarkt by Sponsor"

Logo/Name on Stage (Banner to be provided by Sponsor)

Print Advertising Website Link

Event Flyer Posters

Press Releases Generous Public Announcements at the Market

Newsletters Active Involvement in Christkindl and St. Nick Ceremonies

Event Letterhead 32 Food Coupons

Article about the sponsorship in the AC4GC Newsletter

10x10 spot w/ 1 table & 2 chairs (need to provide own booth & signage)

Salzburg Sponsorship \$1,250

Recognition for Market Attractions (valued at \$5,000)

sponsoring a Ride or Tree

Logo/Name at Sponsored Rides or Tree (Banners to be provided by Sponsor)

Newsletters Website Link

Posters Event Flyer

Frequent Public Announcements at the Market

16 Food Coupons

10x10 spot w/ 1 table & 2 chairs (need to provide own booth & signage)

Basel Sponsorship \$625

Recognized with Supporting Sponsor (valued at \$2,500)

Logo/Name on Fence (Banner to be provided by Sponsor)

Public Announcements at the Market

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8 Food Coupons

10x10 spot w/ 1 table & 2 chairs (need to provide own booth & signage)

Vendor/Exhibitor

\$50

10x10 spot with power and water access, 1 table and 2 chairs

Provide your own easy-up and signage

2009 Mesa Christkindlmarkt Sponsor Application

Downtown Mesa on McDonald at Main Street

December 5, 2009, 11am to 9pm

Mail application with full payment to:
Arizona Center for Germanic Cultures, Inc.
P.O. Box 94016
Phoenix, AZ 85070-4016

Please make fee and deposit checks payable to:
Arizona Center for Germanic Cultures, Inc.

As a Sponsor we will receive (please check):

Nuremberg Benefits

Salzburg Benefits

Basel Benefits

Total Sponsorship Investment: \$ _____

Additional In-Kind Items: _____

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Sponsor Signature

Date

AC4GC Signature

Date

2009 Mesa Christkindlmarkt Vendor/Exhibitor Application

Downtown Mesa on McDonald at Main Street

December 5, 2009, 11am to 9pm

Single Space: (10x10) \$50

Please check!

Double Space: (10x20): \$80

Refundable clean-up deposit (separate check): \$30

Mail application with full payment to: Arizona Center for Germanic Cultures, Inc.

P.O. Box 94016, Phoenix, AZ 85070-4016

Please make fee and deposit checks payable to: Arizona Center for Germanic Cultures, Inc.

Vendor/Exhibitor Name: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Email Address: _____

Cell Phone: _____

Items to be sold or given away (include photograph of items with application – will not be returned); Note: All items subject to approval by AC4GC

I agree that if I should cancel and wish to withdraw my entry less than 30 business days prior to the event, my fee will not be refunded and that no refunds will be given due to unfortunate weather conditions.

I understand that all vendor set-ups must meet the City of Mesa Tax Licensing, Fire Codes and Maricopa County Health Codes and that my fee will not be refunded if these codes are not met. I agree to obtain and maintain in full force and effect throughout the duration of the event, liability insurance coverage reasonably acceptable to Arizona Center for Germanic Cultures, Inc. The City of Mesa and the Arizona Center for Germanic Cultures, Inc. shall both be named

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as additionally insured. A certificate reflecting such insurance coverage will be provided upon request.

I understand that Event Staff reserves the right to move vendors off site and that when setting up all vehicles must be removed from the event area by 10am on the day of the event.

Vendor/Exhibitor Signature

Date

AC4GC Signature

Date

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