



ARIZONA CENTER FOR GERMANIC CULTURES, INC.

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

www.ac4gc.org

October 2008

Dear Friend of the Germanic Cultures,

A special holiday market will come to Downtown Mesa this December: The Arizona Center for Germanic Cultures, Inc. in cooperation with the Downtown Mesa Association (DMA) is happy to present 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 6, 2008 from 12 noon to 10 pm.

Inspired by the Germanic holiday markets, the Christkindlmarkt team will share the traditions of St. Nikolaus and the Christkind, the markets namesake, with the market goes in a colorfully lighted setting. Guests will be able to take in the holiday spirit by mingling with joyful carolers around the Christmas tree, shopping at glassblowers, woodworkers, book and toy sellers, and others offering holiday gifts while the kids go for a fun ride. The holiday crowd will find a heart-warming air filled with Christmas choirs, dancers, and recitals and flavors of hot goulash soup or Nuremberger Bratwurst with Gluehwein (mulled wine), potato pancakes and hot apple cider or hot chocolate for the kids. Wafts of gingerbread spice, holiday cookies and candies, candied almonds and apples, and some of the best old world chocolates around will send Mesa into the holidays.

Please help us make this event a success! Previous holiday markets like Merry Main drew thousands of visitors to downtown Mesa. With your generous sponsorships, exhibits, and vending of holiday fare we will bring them back and beyond.

Sincerely,

Wolfgang Klien
Event Chair

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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First Annual Mesa Downtown Christkindlmarkt

December 6, 2008, noon to 10pm

Cash Sponsorship and Vendor Opportunities

Nuremburg Sponsorship (one available) \$2,500

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

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

Logo/Name included in all event communication:

Print Advertising Website Logo and Link

Radio Advertising Posters

Event Flyer Entrance Banner and 3 Additional Banners at the Fence

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 with major Market amenities (valued at \$5,000)

sponsoring the Christmas Tree, the Caroler's Stage, the Carousel, or the Train

Logo and Name Recognition at Sponsored Amenity (2 Banners), plus 1 Fence Banner

Recognition as Sponsor of Amenity in Newsletters and Communications

Website and Link Poster 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 as Supporting Sponsor (valued at \$2,500)

Logo and Name Recognition (2 Fence Banners)

Recognition as Sponsor in Newsletters and Communications

Website and Link Poster Event Flyer

Public Announcements at the Market

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 canopy and signage

Decorative Fir Twigs for your booth offered by Kabloom (\$75 + \$10 delivery)

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2008 Mesa Christkindlmarkt Sponsor Application

Downtown Mesa on McDonald at Main Street

December 6, 2008, 12 noon to 10pm

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: _____

Sponsor Signature

Date

AC4GC Signature

Date

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2008 Mesa Christkindlmarkt Vendor/Exhibitor Application

Downtown Mesa on McDonald at Main Street

December 6, 2008, 12 noon to 10pm

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 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 11am on the day of the event.

Vendor/Exhibitor Signature

Date

AC4GC Signature

Date

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