



# The Polar Express presented by Houchens Industries Inc.

## First 2 Weeks Following Thanksgiving



HISTORIC RAILPARK & TRAIN MUSEUM

Annual Reading

of

### The Polar Express

This year, for the 20th year, the Historic RailPark & Train Museum will host special readings of The Polar Express. Our first story year had 96 passengers and served 100 cookies. Over the years the event has grown exponentially! In 2021, even though we had to change how the event was conducted, we still hosted 1700 kids and their families. In 2019, we welcomed almost 2,800 guests and served 2,700 cookies. The RailPark has supplied the venue, staff labor, materials and many volunteers for the most loved holiday tradition in South Central Kentucky! We do all of the this at no cost to the attendees and rely heavily on sponsors to make this event take place.

### EVENT FACTS

- Over the last 5 years we've had over 12,000 guests for this event
- The event is free for families to attend!
- Sponsors have first option for volunteer opportunities



### Event Promotion & Awareness Opportunities:

November & December

**RADIO MEDIA VISITS:** WBVR, WUHU, The Goober, Nash Icon, WOVO, SAM 100, Christian Family Radio

**PRINT:** Event added to all available community calendars

**EVENT SIGNAGE:** Signage with sponsors at the Historic RailPark including event tickets, banners, and table signage

**SOCIAL MEDIA:** Facebook, Instagram and Twitter posts during October & November

**EMAIL MARKETING:** Targeted email marketing campaign to 4,800 contacts in our database.

**Sponsorship Window for 2022 Polar Express is Closed**

### SPONSORSHIP LEVELS

#### UNDERWRITING SPONSOR

- Business name and/or logo on printed materials including tickets and Individual Banner
- 200 advance tickets to event
- 1 year RailPark Membership for 8

#### PRESENTING SPONSOR

- All lower level benefits plus logo and name on ticket, individual banner and media mentions
- 125 advance tickets to event

#### \$5,000 - GOLD SPONSOR ~~(2 Available)~~

- Business name and/or logo on printed materials including tickets and Individual Banner
- 100 advance tickets to event

#### \$2,500 - SILVER SPONSOR ~~(4 Available)~~ 1 Available

- Business name or logo on individual sign and media releases
- 50 advance tickets to event
- Permission for a Social Media Ticket Giveaway (includes 1 PE ticket giveaway on Facebook for 6)

#### \$1,500 - BRONZE SPONSOR ~~(5 Available)~~ 3 Available

- Business name or logo on individual sign and media releases
- 50 advance tickets to event

\*Sponsor commitment must be con irmed by October 1, 2022 to be included in any printed promotion.