

BEARY MERRY EVENTS

It's the time of year we typically kick off our fundraising efforts for Beary Merry Christmas, and because of supporters like you, this is for many events all under the umbrella of Beary Merry Events. We hope you will take the time to read about our history and successes and why investing in our goal of making a difference for others is the right marketing fit for you.

We are only a few weeks away from trick or treaters filling the streets of downtown and only seven weeks away from our first snowfall of the season (we could not be more excited)! Now more than ever, we're so grateful for our community that has funded, volunteered, celebrated, and advocated for Beary Merry Christmas through the years.

Over the past 10+ years we have championed activities that bring visitors and residents of New Bern to Historic Downtown for positive, family friendly activities that the whole community can share. What started as a small event on Black Friday in 2011 welcoming Santa to our city, has now become a tradition that brings over 4,000+ of our closest family, friends, and supporters. Due to the tremendous successes we've seen over the years, Beary Merry Events was formed in February 2021 consisting of Beary-Not-So-Scary Halloween, Beary Merry Christmas, "Letters of Love" Valentine Card Campaign, March St. Patty's Day Festivities and the Easter Bunny.

Our first event in 2021 was the "Letters of Love" Valentine card campaign. A campaign that consisted of those in local assisted living and nursing homes would receive a handwritten note/card for Valentine's day. We put a call out for letters and cards with a modest goal of 800 and surpassed it collecting 2,000+ cards being delivered to facilities in Craven, Jones & Pamlico Counties.

Last year's Beary Merry Christmas drew record numbers for the fifth year in a row, despite Covid-19 and additional safety measures put in place. Snow fell nearly 35 hours over a 4 week period, Santa and his helpers took over 3,300 pictures and received over 400 letters.

While many of the details are still underway, we have made considerable progress towards finalizing details for the 2021 season. We will kick off the season on November 26 with the Community Christmas Tree Lighting at Union Point Park and snow will fall in Bear Plaza every Friday and Saturday evening beginning, Friday, Nov 26th through Christmas. In-Person Santa experiences will be by reservation only with online reservations scheduled to open the week of November 1st.

Please consider sponsoring an event that brings positive, family friendly activities the whole community can enjoy, any amount helps. We are looking forward to a safe and magical season in Downtown New Bern.

We ask that those interested in participating please make their pledge by November 5, 2021 to be included in advertising. If a monetary donation is not possible, please consider volunteering your time, even if it's only an hour or two. Support in every way makes the difference!

If you have any questions, please feel free to contact me.

Thank you,
Amanda Banks
Beary Merry Christmas
info@bearymerrychristmas.com



BEARY MERRY EVENTS



SPONSORSHIP OPPORTUNITIES

PRESENTING

\$5,000

- Presenting sponsor recognition in marketing campaigns (print, radio, TV & boosted social media)
- Presenting sponsor recognition on signage in Bear Plaza during Beary Merry Events
- Premier placement of logo on BearyMerryEvents.com homepage (with business link)
- Signage & recognition at sponsored events including banner in a prominent location
- Available window to participate in LIVE Window Displays (Friday, December 3rd)
- Opportunity to address community at Community Christmas Tree Lighting (Friday, November 26th)
- Booth space during event (Dates should be coordinated in advance with Beary Merry Events committee)
- 10 Photo vouchers (5 - 4x6 Santa Photo Vouchers and 5 - 4x6 Easter Bunny Photo Vouchers)

PAPA Bear

\$2,500

- Sponsor recognition on signage in Bear Plaza during Beary Merry Events
- Available window to participate in LIVE Window Displays (Friday, December 3rd)
- Booth space during event (Dates should be coordinated in advance with Beary Merry Events committee)
- Sponsor recognition on social media platforms (Up to 1 business promotion post per month to be provided by sponsor)
- Logo on BearyMerryEvents.com (with business link)
- 6 Photo vouchers (3 - 4x6 Santa Photo Vouchers and 3 - 4x6 Easter Bunny Photo Vouchers)

MAMA Bear

\$1,000

- Sponsor recognition on signage in Bear Plaza during Beary Merry Events
- Sponsor recognition on social media platforms (Up to 2 business promotion post per quarter to be provided by sponsor)
- Sponsor recognition on BearyMerryEvents.com (with business link)
- 6 Photo vouchers (3 - 4x6 Santa Photo Vouchers and 3 - 4x6 Easter Bunny Photo Vouchers)

BIG Bear

\$500

- Sponsor recognition on signage in Bear Plaza during Beary Merry Events
- Sponsor recognition on social media platforms (Up to 1 business promotion post per quarter to be provided by sponsor)
- Sponsor recognition on BearyMerryEvents.com (with business link)
- 4 Photo vouchers (2 - 4x6 Santa Photo Vouchers and 2 - 4x6 Easter Bunny Photo Vouchers)

BERNIE'S FRIEND

\$250

- Sponsor recognition on signage in Bear Plaza during Beary Merry Events
- Sponsor recognition on social media platforms
- Sponsor recognition on BearyMerryEvents.com
- 2 Photo vouchers (1 - 4x6 Santa Photo Vouchers and 1 - 4x6 Easter Bunny Photo Vouchers)

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SPONSORSHIP OPPORTUNITIES

Yes! I want to support Beary Merry Events.
Please accept my financial commitment at the following level:

- ____ \$ 5,000 Presenting Sponsor
____ \$ 2,500 Papa Bear Sponsor
____ \$ 1,000 Mama Bear Sponsor
____ \$ 500 Big Bear Sponsor
____ \$ 250 Bernie's Friend

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

____ I have enclosed a check in the amount of \$ _____ payable to: New Bern Chamber of Commerce

____ Please invoice me. I understand that and payment is due no later than November 5, 2021 to be included on printed materials.

Thank you for your support and interest in Beary Merry Events! Mark your calendar for these events and help us promote them to your friends and fans!

Submit sponsor reply form to:
Beary Merry Christmas
c/o Downtown Council
New Bern Area Chamber of Commerce
PO Drawer C
New Bern, NC 28563

Scan and email to: info@bearymerrychristmas.com

Please respond no later than November 5, 2021 to ensure placement in key marketing opportunities.
Contact Amanda Banks at 252-671-1196 for more information.