



VIRGINIA MUSEUM OF
TRANSPORTATION
CANDY CANE EXPRESS
DEC. 3 & 4, 2022



2022 SPONSORSHIP OPPORTUNITIES

Title Sponsor
\$5,000

- Naming rights to the event –
Candy Cane Express presented by “your company”
- Inclusion in all of advertising and promotion including all tv, radio, social media and digital applications, website and print.
- Logo on event t-shirt.
- Logo on event signage.
- Inclusion in VMT blast email reaching over 10,000 people.
- Mention on media appearances.
- Tagged in all social media promotions reaching 10s of thousands of people.
- Premier booth space at event.
- 40 complimentary admission passes.

Kids Zone Sponsor
\$2,500

- Santa, Magic Show, Caricatures, Face Painting, Crafts*
- Inclusion in all of advertising and promotion including all tv, radio, social media and digital applications, website and print.
 - Logo on event t-shirt.
 - Logo on event signage.
 - Inclusion in VMT blast email reaching over 10,000 people.
 - Mention on media appearances.
 - Tagged in all social media promotions reaching 10s of thousands of people.
 - Prime booth space at event.
 - 20 complimentary admission passes.

Community Sponsor
\$1,000

- Inclusion in all of advertising and promotion including all tv, radio, social media and digital applications, website and print.
- Logo on event t-shirt.
- Logo on event signage.
- Inclusion in VMT blast email reaching over 10,000 people.
- Booth space at event.
- 10 complimentary admission passes.

Media Sponsor
In Trade Services

- Email blasts, promo spots, etc. . . .*
- Inclusion in all of advertising and promotion including all tv, radio, social media and digital applications, website and print.
 - Logo on event t-shirt.
 - Logo on event signage.
 - Inclusion in VMT blast email reaching over 10,000 people.
 - Tagged in all social media promotions reaching 10s of thousands of people.
 - Booth space at event.
 - 6 complimentary admission passes.

**Biggest event of
the year serving
thousands of
attendees!**

FUNDRAISER FOR THE VIRGINIA MUSEUM OF TRANSPORTATION, INC.

Contact: Cherub Chatfield-Hearn 540.342.5670 chearn@vmt.org