



What's your favorite Christmas tradition in Mason County?



Photo credits: Cooper Studios

For generations families in Mason County and Shelton have enjoyed rich holiday traditions centered around their evergreen roots.

Dubbed Christmastown USA in the early 1960s, Shelton has fostered festive events for over 60 years!

We invite you to join us in supporting Mason County's **Festival of the Firs** to reinforce the identity of our communities and bring joy and holiday spirit to resident & visiting families!

**DECEMBER
2023**



FESTIVAL OF THE FIRS

We're serious about celebrating.

The annual events celebrate our historic distinction as the largest producer of Christmas trees during the early 1900s when wild Douglas firs from Mason County became a major product shipped by rail car all over the US. Today Shelton (AKA Christmastown USA) and surrounding communities celebrate all month with parades, activities and Christmas tree events!

Fill the senses with the spirit of Christmas!

HOLIDAY MAGIC IN SHELTON

Each year Kristmas Town Kiwanis and Shelton Downtown Merchants present **HOLIDAY MAGIC** on the first weekend in December.

The event begins Friday evening with a free movie at the Shelton Cinemas. Head over to Railroad Ave for marshmallow roasting fire pits and kiddie train rides in the street and the tree lighting at Post Office Park. Santa and Mrs Claus join the festivities for caroling and activities downtown.

Saturday start your day with the Missile Toe Mile Fun Run followed by breakfast with Santa at the Civic Center. Enjoy live music, interactive radio skits, and holiday workshops all day. At dusk, head to Railroad for the Santa Claus Parade.

COUNTY-WIDE GINGERBREAD CONTEST

Enter the 5th Annual Gingerbread Contest with over \$1500 in prizes for the spectacular creations that are displayed along Railroad!

A-MAZE-ING

Historically dubbed "Christmas Tree Capital," Mason County celebrated this distinction with a 2019 attempt of a **Guinness World Record** for "Most Lit Christmas Trees." Previous record was set by Hallmark in 2015 with 559 trees. The **successful recorded win** was 797.

TREE-RAISING

Support local! Reserve an outdoor tree as we build a maze throughout the County and decorate it with your business, family or a memorial message. Tree sites available in Shelton, Hoodspout, Union & Allyn. 6" traditional Douglas Fir trees with LED lights and marking tag.

Organizations can host fundraising trees. Supporters purchase hand crafted souvenir ornament that includes a message ornament adding dollars to their favorite local cause!

DECK THE TOWN

Celebrate the holidays with a storefront decorating challenge. Anything goes as 1st place receives \$1000 and the BEST STOREFRONT award!

SHOP LOCAL & WIN

Pick up your Shop Local Map & Passport and get a stamp on your card to win prizes.

CHRISTMAS MARKETS & BAZAARS

Visit Santa & Mrs Claus, enjoy live music, food, crafting, workshops, and local artisans at the Shelton Civic Center.

24/7 CHRISTMAS RADIO PROGRAMMING

Broadcasting from Christmastown, KMAS 103.3 FM/ 1030 AM will play holiday favorites and Christmas programs. Also streaming online on your favorite music app or online at kmas.com. **Celebrate community and share Christmas messages on KMAS!**



Get into the holiday spirit at Christmastownwa.org

“CHRISTMASTOWN gets you into the holiday spirit! As someone who participated in fundraising at the maze, it was great meeting so many people from all over the state enjoying the activities.”

Keri Davidson - OBJH Boosters



Making magic happen together!

STRATEGIES

■ Christmastownwa.org is the cornerstone of marketing efforts. The site is undergoing a refresh in October and currently welcomes 35K visitors per season.

■ Embrace branding with professional and user-generated photos including memory making moments such as parade and tree displays and experience-based interactions including craft workshops.

■ Use traditional advertising, such as radio & print, along with heavy digital media to spread the word to attendees that we are a perfect place to celebrate the season.

■ Launch a wide variety of Social Media campaigns to our combined 15K+ followers.

■ Use a diverse set of tactics to create a PR push throughout the season to increase positive awareness of Shelton’s Timber and Christmas tree heritage.

■ Lead capture program - As people attend events, leads will be gathered to drive traffic to other local events throughout the year thereby stimulating targeted interest and resulting in higher economic impact & improved event promotion.

WHO BENEFITS?

BUSINESSES leverage marketing dollars supporting Christmastown and Mason County events.

NON-PROFITS raise funds and awareness supporting events with people resources & participating in tree-raising program.

FAMILIES enjoy events that create traditions as well as build community relationships and neighborhood pride.

CHILDREN celebrate the holidays with joy & lasting memories.

VISITORS support local shops and restaurants experiencing holiday magic!



Sponsorship 2023

Investment Amount	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1000
Quantity Available	One	Two	Five	Ten		



Holiday Events Presenting Sponsor	✓					
Business Profile and Exclusive Mentions in Radio/Print	✓					
Exclusive Market Research into the target customer	✓					
Logo placed on 32' Beauchamp Santa at Outlook Park	✓					
Post Event Lead Generation	✓					
Logo on Staff Shirts	✓	✓				
Placement of Logo on Press and Media Releases**	✓	✓				
Special Recognition During Hosted Events	✓	✓	✓			
Private Group events and activities for staff/family	✓ Two	✓ One				
KMAS Christmas Broadcasting Recognition & Advertising	✓ 200/30 sec	✓ 100/30 sec	✓ 50/30 sec	✓ 25/30 sec	✓ 15/30 sec	
Individualized Space in Festival of the Fjord Insert**	✓ 2nd Cover	✓ Full Page	✓ 1/3 Page	✓ 1/4 Page	✓ 1/6 Page	
Individualized Signage at Holiday events	✓	✓	✓	✓		
Logo on Printed Marketing Material** (Event Poster, Flyers, & Wayfinding Signage)	✓ First Position	✓ Second Position	✓ Third Position	✓	✓	✓
Logo Listed on Landing Page with Click-Through	✓ First Position	✓ Second Position	✓ Third Position	✓	✓	✓
Tickets to workshops and/or activities	✓ Fifteen	✓ Ten	✓ Eight	✓ Six	✓ Four	✓ Two
Sponsor Listing on Shop Local Maps	✓ First Position	✓ Second Position	✓ Third Position	✓	✓	✓
Option to Greet Attendees & Distribute Marketing Material	✓	✓	✓	✓	✓	✓
Post-event Recognition	✓	✓	✓	✓	✓	✓
Logo on Sponsor Signage at all Events	✓	✓	✓	✓	✓	✓

**If signed up by November 8, 2023

Select

Additional opportunities to support

- \$250/500 **CHRISTMAS STAR RADIO** "Brought to you by ___"
___ Evening Special (\$250) | ___ 20 Hours Holiday Music (\$500)
- \$100 **"FESTIVAL OF FIRS CHRISTMAS TREE SPONSOR"**
4-6" tree; incl. LED lights/stand; decorate week after
Thanksgiving supporter list/map & with location reservations
available throughout the County.

Our non-profit/organization/school/group is interested in opportunities to raise funds working with the holiday events in Mason County. Tell us more!*

(*Including "Market Watch" and Sponsor Trees).

Name: _____ Business/Organization/Group: _____

Address _____ City _____ ZIP _____

Email _____ Phone _____ Website: _____

Sponsorship Value \$ _____ Sponsor Signature: _____ Date _____

Questions? 360-427-5599 or email rachel@nwevent.org | Payment to **NW EVENT ORG.** PO Box 622, Shelton, WA 98584

christmastownWA.org