

CHRISTKINDLMARKET ON BROADWAY

November 15 - December 21, 2024

Fridays | 5:00 - 9:00 p.m.

Saturdays | 11:00 a.m. - 3:00 p.m.

📍 Red Sculpture Park & Hubbard Street

EVENT DETAILS

The Christkindlmarket on Broadway is an outdoor traditional German-style holiday street market with festive food and drink, unique gifts, and programming in the heart of downtown Green Bay's Broadway District.

This event can only be described as an atmosphere resembling a Hallmark movie with string lighting overhead, wooden chalets decorated with garland, and dozens of vendors selling one-of-a-kind holiday gifts that you can't find anywhere else. Programming includes reindeer, photos with Santa, ice skating, s'more making and rooftop igloos.

AUDIENCE

This event draws on average 4,000 people per weekend. The total event attendance tracked for the market season was well over 30,000 people.

The average age of a person attending this market is between 30-40 years old with a much higher income level than most of our other events.

BENEFITS

Presenting Sponsor - \$20,000

- "Presented by" verbiage in any spoken or written mention of the event
- Logo prominently displayed on event webpage
- Logo prominently displayed on all marketing materials
- Logo included on all PSAs on TV, radio and print
- Minimum of 25 social tags before, during or after event
- Additional signage opportunities as approved by OBI staff

Chalet Sponsor - \$3000

- Logo displayed on event webpage
- Logo on all marketing materials
- Minimum of five social tags before, during or after event
- Logo on wooden chalet for duration of market season

Programming Sponsor - \$1000

- Logo displayed on event webpage
- Logo on all marketing materials
- Minimum of five social tags before, during or after event
- Logo on signage near sponsored programming



AT A GLANCE

SOCIAL

- Linked In
- Facebook
- Instagram

REACH

- 30,000 attendees
- 12 market dates
- Facebook Page ~2K Likes
- Facebook Event ~9K Interested



BROOKE HAFS

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