



2016

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Event Overview

Modeled after other successful markets in the US and Europe, **Charlotte Christmas Village** will transform uptown's Romare Bearden Park in to a romantic German-inspired Christmas Village featuring juried Christmas, European and local merchandise and arts & crafts.

The village will be made up of wooden huts, much like those found in a traditional Christmas Village in Germany, and large rental tents.

You'll find traditional German nutcrackers, glass ornaments, nativity sets, toys, jewelry and so much more.



The smell of specialty foods will drift across the village, from classic German Bratwurst with Sauerkraut, various baked treats, waffles, strudels, roasted nuts, German beer, hot chocolate and, of course, Glühwein, a spiced mulled wine!

Visitors will see and smell a wide assortment of traditional Christmas sweets, like Lebkuchen (gingerbread), Stollen, cookies and chocolate-covered fruits.



Event Overview

Attendance	250,000 visitors expected
Location	Romare Bearden Park, Charlotte's premier urban park
Duration	Thanksgiving Day to Christmas Eve November 24 through December 24, 2016
Operating Hours	Tuesday through Thursday: 11 am – 7 pm Friday and Saturday: 11 am – 9 pm Sunday: 1 pm – 6 pm
Features	Wooden Huts with merchandise vendors, food vendors Performance stage Biergarten Enclosed hospitality tent and outdoor seating for corporate/media events Weekend programming and special events



Leeds



Jenna



Chicago



Official Support & Media

Partners

Produced in partnership with Charlotte Center City Partners <http://www.charlottecentercity.org/> and in cooperation with:

- Mecklenburg County Parks and Recreation
- City of Charlotte
- Charlotte Regional Visitors Authority/Visit Charlotte
- German American Chamber of Commerce of the South

Media

Thanks to official support from Charlotte Center City Partners, Charlotte Christmas Village will be heavily promoted as part of Charlotte's "Holidays in the City" and part of its "Shop Uptown" campaign. Activities include the Novant Thanksgiving Day Parade, 4th Ward Home Tour, WBT Ice Skating Rink, Charlotte Tree Lighting and Tinsle Box Weekend Pop Up Market.

Paid Media will include:

8-page Charlotte Observer insert Sunday before Thanksgiving – featured as an activity and a shopping opportunity, value 18K
Where Magazine Cover Wrap, Nov.-Dec. Issue – 35,000 hotel rooms, 6K
Thanksgiving Day VIP program, TV mention during "Live" parade broadcast and float, 20K
WBTB air time – 17K
Beasley Media – K104.7 Charlotte's Christmas Station, radio and web promotion, sole sponsor of K104.7 HD2 –30K
Charlotte Agenda

Earned Media on WBTB, WCCB and News 14

Tryon Street Media

Kiosk Posters

Newsracks

Overstreet Banner

Epicentre electronic blades at College and 4th





Programming

Performances Our performance stage will be programmed with a variety of entertainment featuring
Middle School and High School Choral Groups
Middle School and High School Bands
Dance Academies
German Dance Groups
Featured Local Performers

Programming Featured programming is designed to increase interest and attendance:
Open Thanksgiving Day following the Charlotte Thanksgiving Day Parade
Opening Weekend
Tree Lighting
German American Weekend
Charity Weekend
Lunch Specials
Midweek Chocolate, Wine and Cheese tastings
Corporate and private holiday receptions





Vendor Opportunities

Vendors can rent at 8 ft x 8 ft or 8 x 16 ft wooden booth/hut.

Included in 8'x8' booth. (Doubled for 8x16)

- Counter (for merchandise display)
- 3 shelves on back wall
- 3 lights
- 1 folding chair

All booths

- Sign for front of booth
- Garland and string lights
- Lockable side door
- Fire extinguisher
- Power outlets
- 8x8 booth is limited to 110V/600 watts
- 8x16 booth is limited to 110V/1200 watts

Private security provided from 7 pm to 7 am.





Sponsorship Opportunities

Official Sponsorships are available to increase your businesses visibility by associating with a premier Charlotte holiday activity

Sponsors can benefit from programming and media that will drive traffic, as well as opportunities for impressions through signage and/or onsite booth or programming activations, or sponsor one or more areas of the village

For more information contact us at:

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Statistics

Charlotte

Home to 194 German-owned companies including 59 US Headquarters

Uptown Charlotte

70,000 employees
15,000 residents – 30% walk to work

Romare Bearden Park Area

1 block from Charlotte's main urban thoroughfare, Tryon Street
2 blocks from Bank of America Stadium/Carolina Panthers
2 blocks from CATS Blue Line light rail
7 mm existing office SF
149K existing retail SF
648 existing hotel rooms
3,568 existing residential units
630K office SF under construction
15.2 K retail SF planned/under construction
216 hotel rooms planned/under construction
923 residential units planned under construction

Concurrent activities

Thanksgiving Day Parade – 100,000 visitors
November 24th
ACC Championship Game – FanFest held in Romare Bearden
Park – 50,000 attendees in park on Dec 5th
300,000 in uptown Dec 1st – 4th
Carolina Panther home games during Village schedule
Dec 11th and Dec 24th

