



ARIZONA CENTER FOR GERMANIC CULTURES, INC.

Phoenix, Arizona
www.ac4gc.org

June 2011

Dear Friend of the Germanic Cultures,

a special holiday market will open at the Heritage Square in Downtown Phoenix in December 2011: The Arizona Center for Germanic Cultures, Inc. in coordination with the Rosson House is happy to present for the first time: Christkindlmarkt at Heritage Square. In this exciting seasonal event we celebrate the holiday traditions of Central and Northern Europe with residents of and visitors to Phoenix, Arizona on December 3, 2011 from 10am to 8pm.

Inspired by the Germanic holiday markets, the Christkindlmarkt team will share the traditions of St. Nickolaus and the Christkind, the markets namesake, with the market goes in a colorfully lit and decorated setting. Guests will be able to take in the holiday spirit by listening to joyful music, shopping at glassblowers, woodworkers, book and toy sellers, and others offering holiday gifts while the kids watch the puppet theater.

The holiday crowd will find a heart-warming air filled with Christmas presentations, flavors of Nuremberger Bratwurst and onion cake with Glühwein (mulled wine) or hot apple cider and hot chocolate for the kids. Wafts of gingerbread spice, holiday cookies and candies, roasted maroons, and some of the best old world chocolates around will send Phoenix residents and visitors from the greater Valley of the Sun into the holidays.

Please help us make this event a success! The first 3 years drew thousands of visitors to the Christkindlmarkt in Downtown Mesa. With your generous sponsorships, exhibits, and vending of holiday fare we will bring them all the way to Phoenix this year.

Sincerely,

Wolfgang Klien

Event Chair

The Phoenix Downtown Christkindlmarkt is produced by The Arizona Center for Germanic Cultures, Inc. (AC4GC) in coordination with the Rosson House to create a German-style Christmas Market and raise monies for a future Cultural Center. The AC4GC is recognized as a not-for-profit corporation under IRS rule 501(c)3, EIN: 20-2684739



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First Annual Phoenix Downtown Christkindlmarkt

December 3, 2011, 10am to 8pm

Cash Sponsorship and Vendor Opportunities

Nuremburg Sponsorship (one available) \$2,500

Recognition as the Presenting Sponsor (valued at \$10,000)

Sponsoring the Stage

Name included in the event title: "Phoenix Downtown Christkindlmarkt by Sponsor"

Logo/Name on Stage (Banner to be provided by Sponsor)

Print Advertising Website Link

Event Flyer Posters

Press Releases Generous Public Announcements at the Market

Newsletters Active Involvement in Christkindl and St. Nick Ceremonies

Event Letterhead 32 Food Coupons

Article about the sponsorship in the AC4GC Newsletter

10x10 spot w/ 1 table & 2 chairs (need to provide own booth & signage)

Salzburg Sponsorship \$1,250

Recognition for Market Attractions (valued at \$5,000)

sponsoring a Ride or Tree

Logo/Name at Sponsored Rides or Tree (Banners to be provided by Sponsor)

Newsletters Website Link

Posters Event Flyer

Frequent Public Announcements at the Market

16 Food Coupons

10x10 spot w/ 1 table & 2 chairs (need to provide own booth & signage)

Basel Sponsorship \$625

Recognized with Supporting Sponsor (valued at \$2,500)

Logo/Name on Fence (Banner to be provided by Sponsor)

Public Announcements at the Market

8 Food Coupons

10x10 spot w/ 1 table & 2 chairs (need to provide own booth & signage)

Vendor/Exhibitor \$85

10x10 spot with power and water access, 1 table and 2 chairs

Provide your own easy-up and signage

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2011 Phoenix Christkindlmarkt Sponsor Application

Downtown Phoenix at Heritage Square (Monroe & 6th Street)

December 3, 2011, 10am to 8pm

Mail application with full payment to:
Arizona Center for Germanic Cultures, Inc.
c/o Wolfgang Klien
4521 E. Quartz Mountain Road
Paradise Valley, AZ 85253

Please make fee and deposit checks payable to:
Arizona Center for Germanic Cultures, Inc.

As a Sponsor we will receive (please check):

- Nuremberg Benefits
- Salzburg Benefits
- Basel Benefits

Total Sponsorship Investment: \$ _____

Additional In-Kind Items: _____

Sponsor Signature

Date

AC4GC Signature

Date

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2011 Phoenix Christkindlmarkt Vendor/Exhibitor Application

Downtown Phoenix at Heritage Square (Monroe & 6th Street)

December 3, 2011, 10am to 8pm

Single Space: (10x10) \$85 **Double Space: (10x20): \$150** **Triple Space: (10x30): \$200**

Please check your space requirement! **Plus: Refundable clean-up deposit (separate check): \$30**

**Please make checks payable to: Arizona Center for Germanic Cultures, Inc.
Mail application with full payment to: Arizona Center for Germanic Cultures, Inc.
c/o Wolfgang Klien, 4521 E. Quartz Mountain Road, Paradise Valley, AZ 85253**

Vendor/Exhibitor Name: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Email Address: _____

Cell Phone: _____

Items to be sold or given away (include photograph of items with application – will not be returned); Note: All items subject to approval by AC4GC

I agree that if I should cancel and wish to withdraw my entry less than 30 business days prior to the event, my fee will not be refunded and that no refunds will be given due to unfortunate weather conditions.

I understand that all vendor set-ups must meet the City of Phoenix Tax Licensing, Fire Codes and Maricopa County Health Codes and that my fee will not be refunded if these codes are not met.

I agree to obtain and maintain in full force and effect throughout the duration of the event, liability insurance coverage reasonably acceptable to Arizona Center for Germanic Cultures, Inc. The City of Phoenix and the Arizona Center for Germanic Cultures, Inc. shall both be named as additionally insured. A certificate reflecting such insurance coverage will be provided upon request.

I understand that Event Staff reserves the right to move vendors off site and that when setting up all vehicles must be removed from the event area by 9am on the day of the event.

Vendor/Exhibitor Signature	Date	AC4GC Signature	Date
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