



# Tinsel Trail

Tinsel Trail is the biggest Downtown Huntsville, Inc. event of the year. The Trail is a Huntsville tradition and is a major draw for visitors. Tinsel Trail consists of over 440 trees that are uniquely decorated by a variety of Huntsville businesses, organizations, and families. The event kicks off with a lighting ceremony for the Mayor’s Tree and a Black Friday Market, which features over 40 local vendors.

## Event Information

- Tinsel Trail 2024 will run from Nov. 29 - Dec. 31, open 24/7 rain or shine
- Voted Best Festival by EVENT Magazine
- 2023 season received 135,000 visitors
- 2023 opening night festivities received over 11,200 visitors, making it the largest free event in Big Spring Park

## Co-Sponsor: \$3,000



**INVOLVEMENT IN DHI**  
2 tickets to DHI’s Annual Meeting



**MARKETING**  
Logo on marketing collateral, including event invite and presentation



**SOCIAL MEDIA**  
3 social media posts recognizing the sponsor



**PROMOTIONAL TENT**  
Sponsor tent at one DHI event to be used for promotion

## Presenting Sponsor: \$10,000 (SOLD)



**MARKETING**  
Logo on all marketing collateral, including posters and A-Frames



**SOCIAL MEDIA**  
8 social media posts recognizing the sponsor



**SPONSOR RECOGNITION**  
Recognition at the lighting ceremony



**PROMOTIONAL TENT**  
A tent at Black Friday Market that the sponsor can use to engage with the community



**INVOLVEMENT IN DHI**  
4 tickets to DHI’s Annual Meeting

# Sponsorship Form



## Sponsorship Form

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### Business Information

Business Name \_\_\_\_\_  
Contact Name \_\_\_\_\_ Telephone No. \_\_\_\_\_  
Title \_\_\_\_\_  
Email Address \_\_\_\_\_  
Business Address \_\_\_\_\_  
\_\_\_\_\_  
City State Zip Code

### Sponsorship Level (please fill out sponsorship amount next to desired event)

Annual Meeting: Sponsorship Amount \_\_\_\_\_  
Art Walk: Sponsorship Amount \_\_\_\_\_  
Downtown Lunch Lounge: Sponsorship Amount \_\_\_\_\_  
Downtown Open: Sponsorship Amount \_\_\_\_\_  
Food Truck Rallies: Sponsorship Amount \_\_\_\_\_  
Movies in the Park: Sponsorship Amount \_\_\_\_\_  
Other Event: \_\_\_\_\_ Sponsorship Amount \_\_\_\_\_

\*Please note, DHI reserves the right to add co-sponsors to each event. We will give reasonable effort to avoid any conflict of interest related to sponsorship.

### Payment Information

Payment by \_\_\_ check / Please mail to: Downtown Huntsville, Inc.  
P.O. Box 471  
Huntsville, AL 35804

Payment by \_\_\_ credit card (please circle card type: VISA, MasterCard, Amex, Discover)  
Name on Card \_\_\_\_\_  
Credit Card Address \_\_\_\_\_  
Card # \_\_\_\_\_  
Expiration Mo/Yr \_\_\_\_\_ CVV/Security # \_\_\_\_\_ Zip Code for the Card \_\_\_\_\_

To submit the Sponsorship Form, please mail it to P.O. Box 471, Huntsville, AL, 35804 or email it to [karla@downtownhuntsville.org](mailto:karla@downtownhuntsville.org).

**Thank you for your generous support of Downtown Huntsville, Inc.!**