

City of College Station & Santa's Wonderland Partnership Proposal

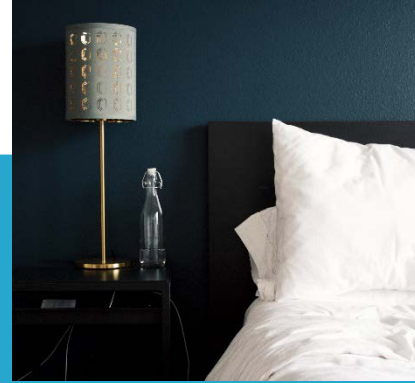
Holiday Season 2021



Goals



BRING MORE VISITORS TO COLLEGE STATION DURING NOVEMBER-DECEMBER



INCREASE OVERNIGHT STAYS IN COLLEGE STATION HOTELS



IMPACT THE OVERALL COLLEGE STATION ECONOMY

Santa's Wonderland 2020 Statistics

320,000+ visitors

24% of visitors stayed over night

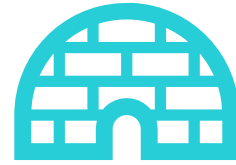
76,000+ stayed overnight

Approx. 24,000 hotel room nights

City of College Station Proposed Partnership



\$100,000 for Santa's Wonderland to create a marketing campaign to target individuals living outside a 75-mile radius and generate hotel stays in College Station. \$50,000 to sponsor the Ice Skating Rink



Santa's Wonderland will be featured in Christmas in College Station Campaigns and Events



Create welcome bags for Santa's Wonderland visitors that stay in Santa Certified Hotels.

Santa's Wonderland Proposed Partnership



Marketing campaign to target individuals living outside a 75-mile radius and generate overnight stays in College Station hotels.



Send promotional emails to 190,000 previous ticket buyers and eNewsletter subscribers highlighting to extend their Texas Christmas Experience by staying in a Santa Certified Hotel and participating in Christmas in College Station.



Santa's Wonderland will provide reports with campaign results (hotel and Christmas in College Station clicks) and will survey guests to see if they stayed in a Santa Certified Hotel.

Santa Certified Hotels



A College Station hotel can become Santa Certified by creating a package that continues the Texas Christmas experience.



Packages may include activities such as: S'mores and stories, cookies and hot cocoa, Christmas movies, Breakfast with Santa, and etc.



Hotels wanting to participate will sign up through the city and report Santa's Wonderland package stays during the holiday season.



➤ Highlighting College Station December events:

- **Santa's Wonderland:** Nov. 12-Dec. 30
- **Kick-Off to Christmas in College Station:** Nov. 12 & 13
- **BVSO Premiere Market:** Dec. 3 & 4
- **Christmas in the Park:** Dec. 3 & 4
- **BCS Christmas Parade:** Dec. 5
- **Jingle on the Green at Century Square:** Dec. 5
- **Howdy Holly Days at Northgate:** Dec. 11
- **BCS Marathon:** Dec. 12
- **Dine Around Jones Crossing:** Dec. 18
- **Holiday Artisan Market at Century Square:** Dec. 19
- *And more!*