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NEWS RELEASE

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Prosper's Christmas Festival getting head start on sponsors *Specific event sponsorship new this year*

PROSPER (July 29, 2010) While the temperature hovers near the century mark, organizers of the Town of Prosper's Christmas Festival are hoping that potential sponsors are warming up to the idea of signing up for the holiday extravaganza, according to community volunteer Linda Guthrie and Assistant to the Town Manager Karen Gill, co-organizers of the event.

An annual event that's been in existence for several years, Prosper's Christmas Festival takes over the entire Prosper downtown area with food, entertainment, fun, shopping, rides, contests, a parade and thousands of visitors from near and far. Set this year for Sunday, December 12, the festival is once again seeking sponsors to help defray the cost of putting on the event.

The festival does not charge an entry fee to patrons and parking and shuttle services to the festival site are both free.

"We are forever grateful to the sponsors who've stepped up in previous years," said Gill. "Without them, there is no way we would have been nearly as successful as we've been," she added.

This year, Gill and Guthrie are seeking sponsors to underwrite specific events or activities at the festival, making them the sponsor's signature event. "We really think that sponsors want to be known for something special, so we're giving them the chance to look over our program and take possession of a portion of it," said Guthrie.

There are a number of new activities and events being planned for the 2010 version of the festival, said the organizers, and many of the new activities will be seeking sponsors. For example, the ice skating rink can be sponsored for a donation of \$3,500; the annual parade can be sponsored for \$2,000; the mobile game theater and giant hamster ball package is available for a sponsorship of \$1,500; pony rides and petting zoo package can be sponsored for \$1,200;

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face painters and wandering balloon artist package is available for a \$1,000 sponsorship; and the inflatable package of bounce houses, obstacle course and slide can be obtained by a sponsorship of \$1,000.

In addition, potential sponsors who may not be looking for a specific event or activity to fund may simply be interested in overall sponsorship at any of five different levels. These sponsor levels, which will help defray the overall expenses of the festival, include Patron, donating \$5,000 or more; Gold, donating \$4,999 to \$3,500; Silver, donating \$3,499 to \$2,500; Bronze, donating \$2,499 to \$1,000; and Friends of Prosper for a donation of \$999 to \$500.

The various levels offer a variety of opportunities for the sponsoring business or individual to receive recognition such as banners, logo placements, live announcements, inclusion in publicity materials, and booths at the festival.

"Some potential sponsors have already stepped forward and shown an interest in several of these opportunities, and that has made us very excited about the prospect of obtaining sponsors for all of them," said Gill.

While the deadline for sponsorship submissions is October 1, sponsors who declare early will gain the advantage in two ways. First, they are more likely to obtain their preferred choice of event and activity, and second, they will enjoy a longer run of pre-festival publicity for their business.

More information is available from Karen Gill, (972) 569-1011 or karen_gill@prospertx.gov or Linda Guthrie at lind441@aol.com. Deadline for sponsorship submissions is October 1, 2010.

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ABOUT THE TOWN OF PROSPER – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 9,000 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 90,000 residents, Prosper’s vision is to remain a “Place Where Everyone Matters.”