



# **POLAR EXPRESS**

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**The St. Michael Event Gallery**

**205 Conquest Blvd,  
Edinburg, Texas**

**Friday, December 19th  
4pm to 10pm**



# The Polar Express Event Overview

The Polar Express Toy Giveaway is a free holiday celebration for families across the community. At the heart of the event is the distribution of 2,000 toys for children, given out on a first come first served basis so every child can take home a gift this season.

The evening begins when the gates open at 4:00 PM. Families can enjoy live music, moon jumps, games, face painting, and visits from mascots. Santa arrives at 5:00 PM for photos and holiday cheer, and at 5:30 PM the toy giveaway officially begins.

Parents are part of the fun too. Registered parents will have the chance to win prizes with drawings held every 30 minutes.

This is more than a toy giveaway. It is a time for families to come together, for children to light up with joy, and for the community to celebrate the magic of the season side by side.





# OUR SPONSORSHIP VISION

This holiday season, The Reason offers a unique opportunity for both faith-based brands and secular, family-oriented companies to come together in celebration of Christmas tradition, holiday spirit, and inspirational music



**Family and Community**



**Traditional and Holiday Celebration**



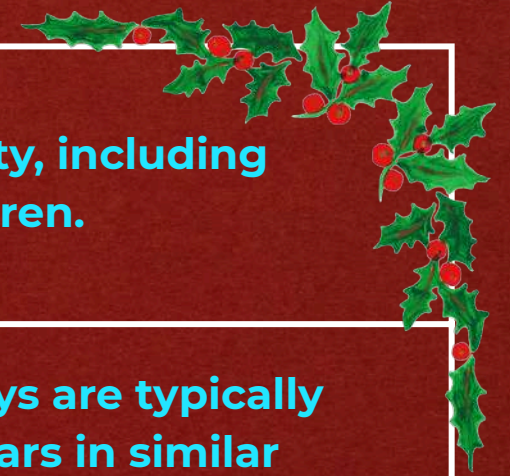
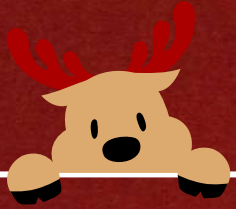
**Music, Theater and Storytelling**



**Merchandise or Media Connected to Christmas**



# Target Audience Profile



<b>Primary Audience</b>	Families from the local community, including parents/guardians and their children.
<b>Ages</b>	Children: Primary recipients of toys are typically ages 0–12 years old (or up to 15 years in similar programs). Adults: Predominantly parents and guardians, often in the Millennial (23-38) to Gen X (39-54) age range.
<b>Socio-Economic</b>	Families seeking assistance to provide gifts during the holidays, often representing a low to moderate-income demographic.
<b>Sponsorship Focus</b>	The event attracts both faith-based and secular, family-oriented companies. The email audience specifically targets faith-based and spiritually inclined individuals.

# Audience Channel Reach & Breakdown



**Total Promotional Reach:  
65,000+ Audience Connections**

Local Audience (Families in Edinburg and surrounding communities).

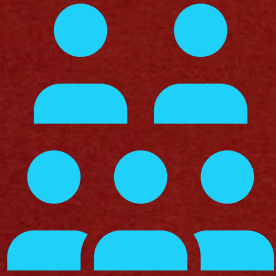
Online Audience focused on faith-based and spiritually inclined demographics.

Online Audience (A combined following used for FB/IG advertising).

Online Audience (Extends the event's influence beyond the local community).

Local/Regional Audience (Reached through paid media, ensuring massive community visibility).

# Event Advantage for Sponsors



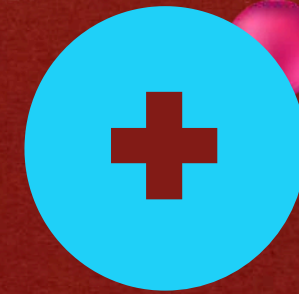
## Direct Community Engagement

Your brand is positioned as a compassionate, family-friendly organization directly serving the local community. On-site booth space allows for direct interaction with 500-1,000 local consumers.



## Massive Multi-Channel Exposure

Sponsors receive guaranteed impressions across key marketing channels—Digital, Mobile Billboard, Radio, and Social Media.



## Positive Brand Association

By participating in a free holiday event and toy giveaway, your brand creates an instant and deep emotional connection with families during a time of high goodwill.



# Sponsorship Levels

## PLATINUM

- (100,000) impressions - Mobile Billboard
- (100,000) - Digital impressions
- (100) - Live mentions in radio spots on (2) radio stations
- Social Media Advertising - FB/IG (Tagged on all posts)
- Logo placement on all graphics
- (1) 10x10 booth space (includes one table, two chairs)
- Stage and mic recognition throughout the event
- Logo on all on-site signage

## GOLD

- (50,000) impressions - Mobile Billboard
- (50,000) - Digital impressions
- (50) Live mentions in radio spots on (2) radio stations
- Social Media Advertising - FB/IG (Tagged on all posts)
- Logo placement on all graphics
- (1) 10x10 booth space (includes one table, two chairs)
- Stage and mic recognition throughout the event

## SILVER

- Group mention in at least one paid media channel (radio, TV, or digital).
- Logo placement on all marketing materials
- (15,000) - Digital impressions
- Logo on all on-site signage
- (1) 10x10 booth space





# POLAR EXPRESS

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# THANK YOU



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