



# Westchester's Winter Wonderland

Westchester Parks Foundation  
Kensico Dam Plaza, Valhalla, NY



**Westchester's Winter Wonderland** gives residents and visitors to Westchester County a chance to experience a one-of-a-kind holiday event that brings the best of Bryant Park and Rockefeller Center right here at home!

- The Santa Experience, with no additional cost to visit and take photos with Santa. Our research shows that visiting with Santa is one of Winter Wonderland's biggest attractions, with families of all ages having a fantastic experience.
- The Winter Wonderland Holiday Circus, will present at least three shows per night plus additional attractions. There are three rides for visitors to enjoy, the Wonderland Express, Winter Hay Ride, and Holly Jolly Caterpillar.
- Westchester's only outdoor refrigerated ice rink, with ice skates included for visitors to use.
- A light show, complete with eco-friendly LED lights illuminating the trees in the plaza, featuring holiday music with customized "dancing" light displays.
- Unique local food trucks, fully enclosed bar featuring beer, wine, and spirits, and a warming tent to enjoy it all.
- Winter Wonderland is a one-of-a-kind local event, reasonably priced and easily accessible, situated at county-favorite Kensico Dam Plaza.

**Combined Attendance in 2014-2016: 80,000+**



### Special Event Days

**\$5,000/day**

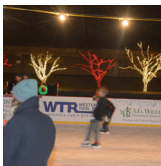
- New Year's Eve
- Tree Lighting Ceremony **SOLD**



### Winter Hay Ride

**\$2,500**

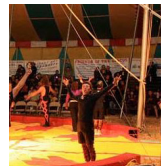
- Winter Hay Ride – banner on both sides
- Banner size: 36" (height) x 60" (width)



### Ice Rink Banner\*

**\$1,500**

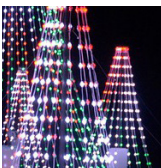
- Dashboard ad inside the Ice Skating rink
- Banner size: 72" (height) x 34" (width)



### Circus Ring Banner\*

**\$1,500**

- Banner ad inside the Circus Tent
- Banner size: 24" (height) x 60" (width)



### Program Booklet\*

**Back Cover: \$1,000** **SOLD**

**Full Page: \$500**

**Half Page: \$300**

- 5,000 copy distribution to 20,000+ visitors
- Ad size: Back Cover/Full Page – 8" (height) x 5" (width)  
Half Page – 3-7/8" (height) x 5" (width)
- Accepted files: pdf, tif, jpg, and eps at 300 DPI resolution



### Website Advertisement

**\$400**

- Ad size: 250 (height) x 300 (width) in pixels
- Format: JPG
- Will be shown on every page of our website
- Link to your business' website



### Product Demonstration Area

**\$500/day**

- Opportunity to set up a table area in Dining Tent
- Reach thousands of visitors in a prime location

**\*Deadline for submission is Friday, November 10th**

For additional sponsor information, please contact Marissa Madonia at 914-231-4580