

20TH ANNUAL EXCELSIOR

Christkindlsmarkt



THE FAMILY EVENT OF THE SEASON!

A Cherished German Tradition of an Open-Air Market
with local charm and a festive holiday atmosphere.

ARTISAN VENDORS | ACTIVITIES FOR KIDS | DELICIOUS EATS | HOLIDAY DECOR | BIER GARTEN | FAMILY ENTERTAINMENT

Excelsiorchristmas.com



The Event of the Season

For two decades, the Excelsior Christkindlsmarkt has been widely considered *the* event of the season for the western half of the Twin Cities. Those who are associated with this annual event are deeply appreciated by the tens of thousands of families and individuals who attend.

For more info, visit www.excelsiorchristmas.com





Lake Minnetonka

Greatest Concentration of Significant Business Owners & Decision Makers in North America

Business leaders who live in this area represent companies within 30 miles, such as:

- Anytime Fitness
 - Boston Scientific
 - Ecolab
 - Medtronic
 - Post Consumer Brands
 - 3M
 - Cargill
- Outstate locations:**
- Anderson Windows
 - Digi-Key
 - Fastenal
 - Mayo Clinic
 - Toro
 - Leaf Home Water Solutions

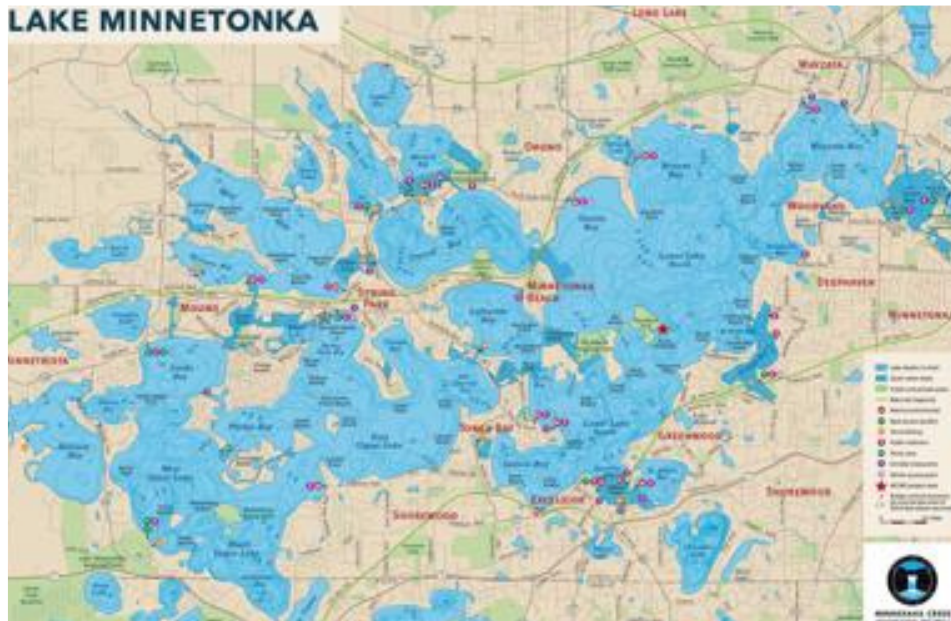


Who You Reach

Greatest Concentration of Significant Business Owners & Decision Makers in North America

Cities on and around this lake are home to the CEOs, C-suite and/or top decision makers of the following companies with headquarters within 20-25 miles of Excelsior:

- Best Buy
- Cargill
- C.H. Robinson
- General Mills
- Lifetime Fitness
- Pentair
- Polaris
- Target
- U.S. Bancorp
- Xcel Energy





Marketing Exposure

Marketing and PR for this event includes an event guide that is circulated to more than 24,000 homes around Lake Minnetonka via the Sun Sailor Newspaper.

Gold and Platinum sponsors are also promoted in our media relations/PR to television, radio, newspaper and social media outlets including...

- NBC-affiliate KARE11 TV
- CBS-affiliate WCCO TV and Radio
- ABC-affiliate KSTP TV and Radio
- Star Tribune
- Pioneer Press
- MPLS/St. Paul Business Journal

There are numerous ways to have one's brand appear before and during the Excelsior Christkindlsmarkt, including banners and signage over certain experiences or areas.

For example, a Gold-level sponsor receives naming rights on one major experience all 3 days, plus...

- A 1/2-page ad in a promotional program guide booklet (24.5k circ. w/17.5k sent to area homes around Lake Minnetonka)
- Headline branding on event banners, website sponsor page and program guide booklet
- 6 admittance tickets
- Onsite presence
- Social media mention 3 times before Thanksgiving
- Social media mentions 3 times during the festival
- Mention in all press releases about the event





The Event of the Season

The Excelsior Christkindlsmarkt is an annual holiday event held every Thanksgiving weekend.

Inspired by traditional German open-air Christmas markets, this event brings a cherished tradition with local charm and a festive holiday atmosphere to Excelsior, the most charming and family-fun town on Lake Minnetonka.

The Friday, Saturday and Sunday festival features delicious foods, vendors and entertainment, including Frozen Princesses, Barbie, Spiderman, the St. Martin Children's Lantern Parade, and ample opportunities to take photos with Alaskan reindeer. It attracts thousands from around the Twin Cities as well as outside of Minnesota.

This year the event will span Thanksgiving weekends from Nov. 24, 25, and 26.



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