



## ***Please Help Support the Magic of the Holiday Season at Old Fisherman's Wharf!***

We hope you can sponsor this great community event. The "**8th Annual Christmas on the Wharf**" is back from December 6th – 22nd, 2024, with festive holiday decorations on display throughout the Wharf, a 19-foot Christmas tree, and special appearances with Santa at his Santa House. Enjoy weekend performances by choirs, dancers, and bands, plus Holiday Safety Saturday on December 7th with members of the Monterey Police and Fire Departments and the Lighted Boat Parade on December 8th. We get thousands of visitors from other cities you service, too.

This beloved free community celebration is only possible through the support of generous sponsors like you! **With a sponsorship of \$350**, your organization can be a part of this wonderful event and enjoy a range of great branding benefits:

- **Your logo highlighted prominently on the Christmas on the Wharf event page on the high-traffic MontereyWharf.com website, complete with a valuable backlink to your own website (reaching over 100,000 new users annually).**
- **Your company name or logo featured on the Wharf Events page of MontereyWharf.com.**
- **Prominent mentions in multiple press releases distributed to the media.**
- **Inclusion in event descriptions on numerous online event calendar websites.**
- **Your logo featured on the Christmas Sponsor sign placed at the front of the Wharf, making your support visible to all through the month of December.**
- **Logo inclusion on the early version of the printed Christmas on the Wharf flyer if received by November 15, 2024.**
- **A special "shout-out" on our popular Facebook, Instagram, and Twitter pages.**
- **A heartfelt thank-you mention in our Old Fisherman's Wharf Holiday email newsletter, read by thousands of locals and visitors alike.**

Your support brings joy to thousands of both locals and visitors who come to Old Fisherman's Wharf during this special season.

We genuinely hope that you will consider becoming a valued sponsor again this year. Please let me know via email and I will send you an invoice. Then, just mail your check to Fisherman's Wharf Association at P.O. Box 465, Monterey, CA 93942. We also offer the convenience of credit card payments upon request.

Thank you for joining us in spreading the holiday spirit and making Christmas on the Wharf 2024 a treasured memory for all. Your generosity makes a world of difference, and we can't wait to celebrate this magical season with you!

Best regards,

*Wendy Brickman*

**Wendy Brickman**

President

Fisherman's Wharf Association

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