



2021 BLADEN COUNTY CHRISTMAS 30 DAYS OF CELEBRATION

October 20,2021

Last year, the Chamber took the traditional Shop Local Weekend (weekend after Thanksgiving) and expanded it to a full four-week promotional campaign. Because of concerns over Covid's impact on our businesses, the Chamber developed several activities to increase visitation to our area in a safe, healthy manner. Building on the popularity of Lu Mil's Festival of Lights, we created more excitement and traffic by adding a Tour of Churches, developing the Christmas Tree Grove under Christmas at the Farmers Market, collaborated on the Christmas Tree lighting on the Courthouse lawn, and coordinated the Lighting of the Lake at White Lake. This was all rolled up under the theme "Warm Southern Christmas". We were fortunate to receive CARES funding to help support the effort last year.

This year, we will continue these activities as "Bladen County Christmas – 30 Days of Celebration" and add back in the Annual Christmas Parade. Unfortunately, we do not have the CARES funding from last year and must cover costs through sponsorships and activity fees.

The Chamber will coordinate the following events:

Fri., 11/27 – Sat. 12/18

Sun., 11/28

Sat., 11/27 – Sat.,12/18

Sat., 12/4 – Christmas

Sat., 12/4

ELF Scavenger Hunt among local merchants
Christmas Parade, Santa at Farmers Market and
Tree Lighting. Free event

Christmas at the Farmers Market: having
continuous activity every Saturday. Free event

Lighting of the Lake at White Lake. Contest
voting will begin after 12/4 and last until 12/17.

Tour of Churches. Five churches in Bladen County
open their doors and tell their history. Benefits
Empty Stocking Fund. Tickets are \$7.

The overall promotion "Bladen County Christmas – 30 Days of Celebration" will market and promote all events during the period from Nov. 19 – Dec. 19, including Holly Jolly, Festival of Lights, Bladenboro Christmas Parade, and individual business open houses. Our goal is to get residents to shop here and others to visit during the period.

Terri Dennison, Executive Director

tdennison@elizabethtownnc.org

910-862-4368

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30 DAYS OF CELEBRATION**

SPONSORSHIP FORM

Thank you for your interest in the 2021 Bladen County Christmas.
Please return your sponsorship form by **Friday, October 29.**

EVENT SPONSORSHIP – The event will be tagged “Brought to you by xxxx” on event signage, event flyers, press, social media and publicity.

(x)	COSTS	ACTIVITY
	\$1000	Lighting of the Lake – White Lake pier decorating contest
N/A	\$1000	Christmas at the Farmers Market – sponsored by Cape Fear Valley Health
	\$1000	Christmas Parade – Elizabethtown – Sun., Nov. 28
	\$500	Tour of Churches – 5 churches throughout the County
N/A		Elf Scavenger Hunt – merchants can sign up on separate form

OVERALL MARKETING/ PROMOTION SPONSORSHIP AND SUPPORT

(x)	LEVEL	Name on Large Sponsor Board	Mention at Events	Name on Ads, flyers, press, publicity
	\$1000 Level	Yes	Yes	Yes
	\$500 Level	Yes	Yes	
	\$300 Level	Yes		

BUSINESS NAME: _____

CONTACT PERSON: _____

BILLING ADDRESS _____

PHONE: _____

E-MAIL: _____

_____ Check enclosed
_____ Please bill me

MAKE CHECKS PAYABLE TO:
Elizabethtown-White Lake Chamber of Commerce
PO Box 306
Elizabethtown, NC 28337
Or email form to tdennison@elizabethtownnc.org

CURRENT OVERALL PROMOTION SPONSORS ARE:	
BW Greene Properties	Campbell Oil / Minute Man Markets
Camp Clearwater	First Source Staffing
Clark Brothers	McDuffie Pest Control