

ENCHANT[®]

2021



Creator's of the World's Largest
Christmas Light Maze



The Story of Enchant

After hosting over 2,000,000 guests between 2016 - 2019, Enchant is now bringing the World's Largest Christmas Light Maze to eight Cities in 2021 with an anticipated total attendance of 2,500,000 guests.

2021 Venues include:

T-Mobile Park - Seattle, WA

Nationals Park - Washington, DC

Tropicana Field - Tampa Bay, FL

Earthquakes Stadium - San Jose, CA

Impact Field - Chicago, IL

*LV Ballpark - Las Vegas, NV

*Santa Anita Park - Los Angeles, CA

*Enchant Atlanta - Atlanta, GA



*venue TBC



Who is talking about us?

"The experience was enchanting; so many magical lights, a reindeer search, holiday music... It fills you with an abundance of Christmas spirit and merriment!"

Karen S. – Delighted

241K+

FACEBOOK FOLLOWERS

67K+

ON INSTAGRAM

1M+ impressions,
St. Petersburg, FL 2019

1.2M+ impressions,
Washington, DC 2019



People

Forbes



Southern Living

FOX

The Washington Post



NEW YORK
BUSINESS JOURNAL

WASHINGTONIAN

POPULAR
MECHANICS



USA TODAY

Sponsors and Partners



HYATT
REGENCY®
SEATTLE

Hilton



verizon[®]

lyft



SUBWAY[®]



METROPOLITAN
WASHINGTON
AIRPORTS AUTHORITY

ABSOLUT.[®]
PLANET EARTH'S FAVORITE VODKA



KAHUNA

BULLEIT.
BOURBON
FRONTIER WHISKEY

Retel One[®]
VODKA

BSB
BROWN SUGAR BOURBON



SAILOR
JERRY

TULLAMORE
DEW 1829
IRISH WHISKEY





Our Audience

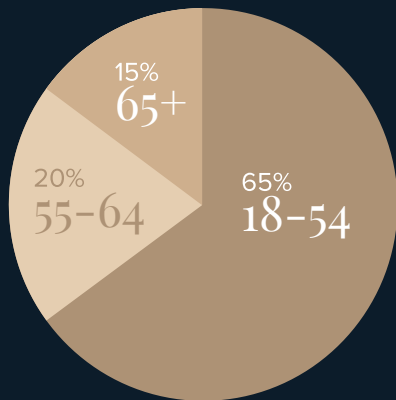
The loyal relationship we've built with our guests creates a meaningful opportunity for brands to connect with them. These are highly influential, highly educated, and highly discerning brand loyalists who have passionately chosen Enchant to be the facilitators of one of their most precious annual traditions.



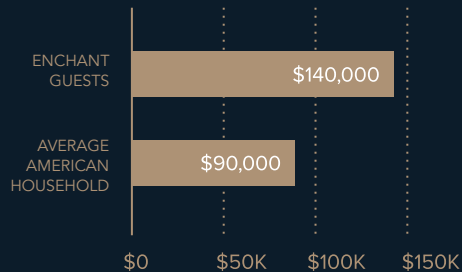


Ticket Buyer Demographics

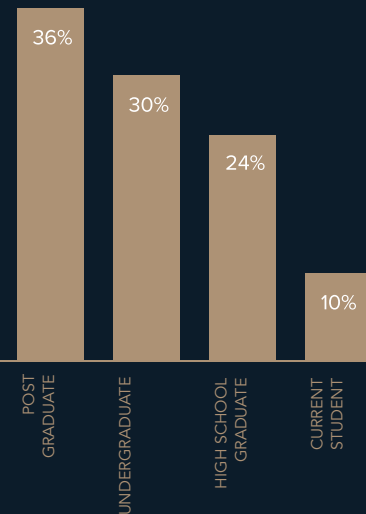
Age



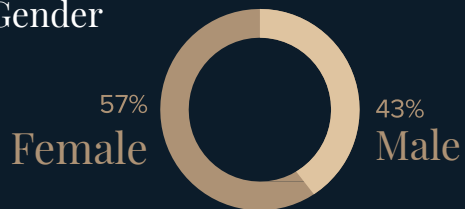
Household Income



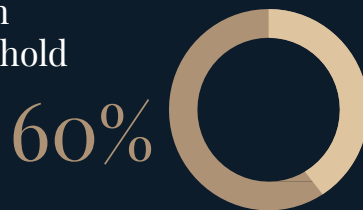
Education



Gender



Kids in Household



Connecting with this group provides great potential as you're engaging with a passionate group of core decision makers with a healthy disposable income, who are looked upon as social influencers within their communities.



This Is Not a Sponsorship Opportunity, It's a Partnership Opportunity.

At Enchant we focus on how to bring magic and wonder into our guests lives. What makes us so distinct is the culture that's born from our brand purpose - Making Magical Memories - which we live and breathe through all that we do. We are a unique brand, with a unique set of principles, built around our unique and passionate guests. It's a relationship that's built on a partnership of trust to uphold and honor the magic of Christmas.

A cluster of small, light-colored stars of varying sizes is positioned in the upper right corner of the slide, adding a decorative touch to the dark blue background.

Adding Value for our Guests.

That's why this is not a sponsorship opportunity, but rather an opportunity for brands to join in an equal partnership between Enchant and our guests. We're offering a small number of highly crafted partnership opportunities to allow brands to add value to our experience, add value to our guests, and bring value to themselves.

How We Work

Protecting our brand experience is of utmost importance, as the more loyal our guests remain to Enchant the more loyal they'll be to our partners' brand. Our guests' experience will always be our number one priority.



How We Work

WHAT WE WILL COMMIT TO:

Giving you access to our audience prior to, during, and post the event, with specific details laid out in the itemized partnership opportunities in the following pages.

WHAT YOU WILL COMMIT TO:

In order to align with Enchant you will need to demonstrate how your brand aims to add value to the guest experience. Please consider that this is not an opportunity to sell directly to our guests, but rather to use the magic of the event to engage with them meaningfully and make them predisposed to purchase from you in the future.



Partnership Opportunities

Partnership Opportunities



PARTNER CATEGORY	PRICE PER MARKET	ENCHANT WEBSITE	PRINT	COLLATERAL MATERIAL	CHARITY TIE IN	ON SITE SIGNAGE	TICKETS	VIP TICKETS	STAFF DISCOUNT	SUITE ACCESS AT ENCHANT	CATEGORY EXCLUSIVITY	INCLUSION IN ENCHANT EMAILS
PRESENTING PARTNER X1	\$300K	X	X	X	X	X	100	50	X	X	X	X
SKATING TRAIL X1	\$200K	X	X	X	X	X	75	35	X	X	X	X
VILLAGE MARKET X1	\$100K	X	X	X	X	X	50	20	X	X	X	
SNOW TUBE SLIDE SPONSOR	\$100K	X	X	X	X	X	50	20	X	X	X	
SANTA'S LANDING	\$100K	X	X	X	X	X	50	20	X	X	X	
CHARITABLE SPONSOR	\$75K	X	X	X	X	X	40	15				
LIGHTBULB CUP LIQUOR PARTNER	\$50K	X	X	X	X	X	40	15				
RIDESHARE PARTNER	\$40K	X	X	X	X	X	40	15				
STROLLER VALET X1	\$25K	X	X	X	X	X	30	10				
LIVE MUSIC STAGE X1	\$25K	X	X	X	X	X	30	10				
BAR SPONSOR X2	\$25K	X	X	X	X	X	30	10				

2021 Predictions and Features

ESTIMATED GUESTS
2,500,000

World's Largest
Christmas Light Maze



**VIP Suites
& Lounge**

FOR CORPORATE
EVENTS

50 Market Vendors
IN EACH CITY

Snow Tube Slide

**Ice Skating
Trail**

**Santa and
Mrs. Claus**

**Live Music
& Entertainment**



2019 Results

2019 SOCIAL MEDIA
CAMPAIGN REACHED

5.8 Million

54.3 Million

DIGITAL ADVERTISING REACH





32 NIGHTS WITH

945,000+

TOTAL ATTENDANCE
IN THREE MLB BALLPARKS



150+

TOTAL MARKET VENDORS



Story Driven Maze Experience





Ice Skating Trail

Enchant Village





Private Parties

2
3

Santa



Mrs. Claus



A stylized Christmas tree on the left side of the slide. The tree is composed of a dark blue triangular base filled with small white stars, and a brown, layered, arrow-like top section with three white stars. The background is dark blue with scattered white and gold stars of various sizes.

Connect. Collaborate. Cultivate.

Contact:

Kristi Yim

kristi@resonateagency.com

650.207.6400