



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, plus special character appearance nights, with no additional cost to visit and take photos with Santa and his friends.
- Westchester's ONLY tented holiday circus! At least three shows per night and a NEW Magic Show.
- Westchester's ONLY outdoor refrigerated ice rink, with skate rentals included in admission.
- Family-friendly special event nights such as our Kickoff Tree Lighting and New Year's Eve Ball Drop.
- ENHANCED eco-friendly LED light show, illuminated trees on the plaza, and out spectacular 40-foot Christmas Tree.
- Fantastic local food trucks on-site, full bar, and holiday shopping in the Dining Tent.
- Opportunity to host birthday and holiday parties!
- 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 2014-2017: 100,000+



Special Event Days

\$5,000/day

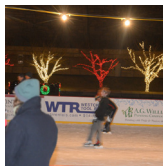
- New Year's Eve
- ~~Tree Lighting Ceremony~~ **SOLD**



Winter Hay Ride

\$2,500

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



Ice Rink Banner*

\$1,500

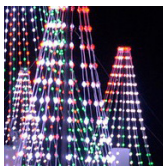
- Dashboard ad inside the Ice Skating rink
- Banner size: 72" (height) x 34" (width)



Circus Ring Banner*

\$1,500

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



Program Booklet*

Back Cover: \$1,000
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 9th**

For additional sponsor information, please contact Marissa Madonia at 914-231-4600