



Partner with us!

2026 Sponsorship Opportunities

NOV 21 - DEC 24



Who We Are

The Carmel Christkindlmarkt is more than just a holiday market; we are a 501(c)3 nonprofit organization dedicated to all-year-round cultural education, fostering community spirit and celebrating the magic of the holiday season. As a beloved tradition in Carmel, Indiana, we bring the enchanting atmosphere of an authentic German market to our local community and beyond.

WHY SPONSOR?

Sponsoring the Carmel Christkindlmarkt offers a blend of marketing exposure, community engagement, brand association with a magical family tradition, and the opportunity to demonstrate corporate social responsibility. Our Market offers you a festive and impactful way for your company to connect with your target audience and the community during the holiday season. Your sponsorship to Carmel Christkindlmarkt ensures this beloved holiday tradition remains **free to the public**, allowing families to create cherished memories together. Partner with us to help make all of the Market magic possible in our shared community through customized sponsorship opportunities.



The Market took home the award for **Best Overall Marketing Campaign - Attraction** from the Indiana Tourism Association for the 2025 season.



OUR MISSION

To engage and educate the Carmel community in Germanic holiday traditions through an annual Christkindlmarkt festival and year-round programming.

OUR VISION

Deliver world-class, cultural experiences that enrich our community.



Financials

Digital Footprint

MARKET REVENUE

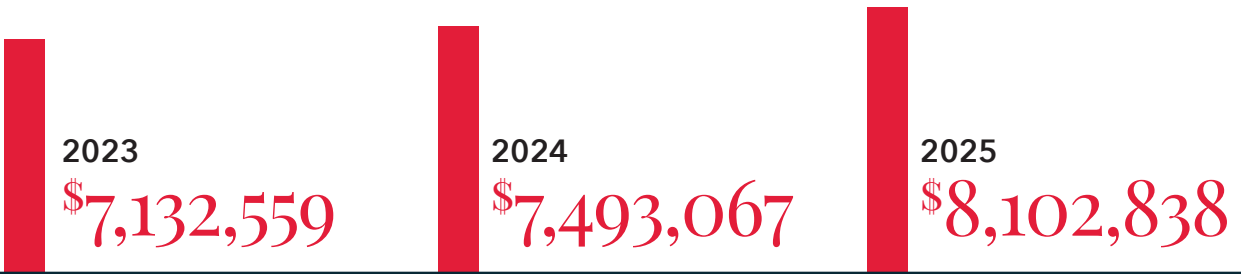
(Not including vendors, ice skating, etc.)



ATTENDANCE

2023	2024	2025
321,900	302,500	297,100
28 days open	25 days open	24 days open (lost 2 due to weather)
9,500 Median Daily Attendance (~11,500 avg.)	10,400 Median Daily Attendance (12,100 avg.)	10,900 Median Daily Attendance (~12,400 avg.)

VENDOR REVENUE



ICE RINK

2023	2024	2025
\$316,591	\$319,077	\$307,632

TOURISM IMPACT

Tracking data from Placer.ai indicates that nearly 1 in 6 visitors stayed at a hotel, providing additional economic impact on the communities through hotel stays, dining, and other activities.

FACEBOOK + INSTAGRAM = COMBINED

29.3M IMPRESSIONS*	6.1M IMPRESSIONS	35.4M IMPRESSIONS
220.6K CONTENT INTERACTIONS	104.9K CONTENT INTERACTIONS	325.5K CONTENT INTERACTIONS
87.9K LINK CLICKS	3.1K LINK CLICKS	91K LINK CLICKS
114K CURRENT FOLLOWERS**	33.5K CURRENT FOLLOWERS**	147.5K CURRENT FOLLOWERS**

*27.9M organic impressions
(~95% of total impressions)

TIKTOK

TikTok provides an additional opportunity to reach the Carmel Christkindlmarkt audience.

478K IMPRESSIONS	727 LINK CLICKS
30.5K CONTENT INTERACTIONS	6.3K CURRENT FOLLOWERS*

Across Facebook, Instagram, and TikTok, the Market currently reaches a combined owned social audience of more than 153.9k followers.

**Follower counts are current as of Aug 2026. Facebook and Instagram performance metrics reflect calendar year 2025; TikTok metrics reflect July 2025-July 2026.

Sponsor the Carmel Christkindlmarkt

PLATIN \$50,000



- Wundernacht VIP Exclusive Event Space: Exclusive indoor area with private bar and food available for up to 40 guests. Includes 40 VIP event passes and 40 valet parking vouchers
- Complimentary Boot Mugs: 40 collectible 2026 boot mugs
- Press Release: Customized press release announcing sponsorship with quotes from your leadership
- Category Exclusivity: Sole sponsorship within your industry category
- E-Newsletter Story: Featured story announcing partnership in our e-newsletter
- E-Newsletter Logo Inclusion: Prominent placement in sponsor section at the bottom of the newsletter
- Logo on Visitor Brochure: Prominent placement with other top tier sponsors
- Social Media Mentions: Recognition on our social media platforms
- On-site Map: Logo inclusion on the on-site map
- Website: Clickable logo on our website homepage
- Signage Recognition: Top placement of large logo on sponsor sign at the Market
- Logo on App: Inclusion of your logo in the official Carmel Christkindlmarkt app
- Annual Report: Recognition in the annual report
- On-site Guest Engagement: Discussion upon request

DIAMANT \$25,000



- Wundernacht event VIP Passes: 16 VIP passes
- Complimentary Boot Mugs: 16 collectible 2026 boot mugs
- Press Release: Discussion upon request
- E-Newsletter Logo Inclusion: Prominent placement in sponsor section at the bottom of the newsletter
- Logo on Visitor Brochure: Prominent placement with other top tier sponsors
- Social Media Mentions: Recognition on our social media platforms
- On-site Map: Logo inclusion on the on-site map
- Website: Clickable logo on our website homepage
- Signage Recognition: Large logo on sponsor sign at the Market
- Logo on App: Inclusion of your logo in the official Carmel Christkindlmarkt app
- Annual Report: Recognition in the annual report
- On-site Guest Engagement: Discussion upon request

GOLD \$15,000



- Wundernacht event VIP Passes: 10 VIP passes
- Complimentary Boot Mugs: 10 collectible 2026 boot mugs
- E-Newsletter Logo Inclusion: Logo placement in sponsor section at the bottom of the newsletter
- Logo on Visitor Brochure: Prominent placement with other top tier sponsors
- Social Media Mentions: Recognition on our social media platforms
- On-site Map: Logo inclusion on the on-site map
- Website: Clickable logo on our sponsorship page
- Signage Recognition: Large logo on sponsor sign at the Market
- Annual Report: Recognition in the annual report
- On-site Guest Engagement: Discussion upon request

SILBER \$10,000



- Wundernacht event VIP Passes: 8 VIP passes
- Complimentary Boot Mugs: 8 collectible 2026 boot mugs
- E-Newsletter Logo Inclusion: Logo placement in sponsor section at the bottom of the newsletter
- Social Media Mentions: Recognition on our social media platforms
- On-site Map: Logo inclusion on the on-site map
- Website: Clickable logo on our sponsorship page
- Signage Recognition: Logo listed on sponsor sign at the Market
- Annual Report: Recognition in the annual report
- On-site Guest Engagement: Discussion upon request

BRONZE \$7,500



- Wundernacht event VIP Passes: 6 VIP passes
- Complimentary Boot Mugs: 6 collectible 2026 boot mugs
- Social Media Mentions: Recognition on our social media platforms
- On-site Map: Logo inclusion on the on-site map
- Website: Clickable logo on our sponsorship page
- Signage Recognition: Logo listed on sponsor sign at the Market
- Annual Report: Recognition in the annual report
- On-site Guest Engagement: Discussion upon request

KRISTALL \$2,500



- Wundernacht event VIP Passes: 2 VIP passes
- Complimentary Boot Mugs: 2 collectible 2026 boot mugs
- Social Media Mentions: Recognition on our social media platforms
- Website: Clickable logo on our sponsorship page
- Signage Recognition: Logo listed on sponsor sign at the Market
- Annual Report: Recognition in the annual report
- On-site Guest Engagement: Discussion upon request

2026 SPONSORSHIP OPPORTUNITIES

The Market is a blend of authentic German foods, drinks and gifts, sold from traditional wooden huts. Key features include a gorgeous outdoor ice skating rink and one-of-a-kind Glühwein Pyramid, creating a magical experience visitors won't soon forget.

For more information, please contact
Amanda@carmelchristkindlmarkt.com

Event Sponsorship Opportunities

Wundernacht

MARKET MAGIC WITH A PURPOSE

PRESENTING SPONSOR

\$40,000



- Event “Presented By” Rights: Your company name featured in conjunction with the event
- Press Release: Customized press release announcing sponsorship with quotes from your leadership
- 50 complimentary VIP tickets: Access for key stakeholders and clients to enjoy the VIP experience.
- 50 valet parking vouchers
- 50 complimentary boot mugs given to attendees upon entrance to the Market
- VIP exclusive space: Exclusive indoor area for networking and entertaining VIP guests
- Opportunity for Special Activation at event to interact with guests
- Clickable logo on event page on the market website
- Logo on Event Fundraising Platform
- Social media mentions: Caption or logo recognition in conjunction with the event
- Name prominently displayed on event signage
- Opportunity to provide pre-approved logoed item made available to VIP guests
- Recognition in the Market E-newsletter for the event
- Logo recognition on Market TV monitor during Wundernacht and market season

DIAMOND DANCER

\$20,000



- 30 complimentary VIP tickets: Access for key stakeholders and clients to enjoy the VIP experience
- 30 valet parking vouchers
- 30 complimentary boot mugs given to attendees upon entrance to the Market
- VIP exclusive space: Exclusive indoor area for networking and entertaining VIP guests
- Clickable logo on event page on the market website
- Logo on Event Fundraising Platform
- Recognition on Market social media platforms
- Name prominently displayed on event signage
- Opportunity to provide pre-approved logoed item made available to VIP guests
- Recognition in the Market E-newsletter for the event
- Logo recognition on Market TV monitor during Wundernacht and market season

GOLD GIFT

\$15,000



- 20 complimentary VIP tickets: Access for key stakeholders and clients to enjoy the VIP experience
- 20 valet parking vouchers
- 20 complimentary boot mugs given to attendees upon entrance to the Market
- VIP Exclusive Space: Dedicated indoor space for VIP networking
- Clickable logo on event page on the market website
- Logo on Event Fundraising Platform
- Recognition on Market social media platforms
- Name on event signage
- Opportunity to provide pre-approved logoed item made available to VIP guests
- Recognition in the Market E-newsletter for the event
- Logo recognition on Market TV monitor during Wundernacht and market season

SILVER STAR

\$10,000



- 16 complimentary VIP tickets: Access for key stakeholders and clients to enjoy the VIP experience
- 16 valet parking vouchers
- 16 complimentary boot mugs given to attendees upon entrance to the Market
- Clickable logo on event page on the market website
- Logo on Event Fundraising Platform
- Recognition on Market social media platforms
- Name on event signage
- Opportunity to provide pre-approved logoed item made available to VIP guests
- Recognition in the Market E-newsletter for the event
- Logo recognition on Market TV monitor during Wundernacht and market season

BRONZE BELL

\$5,000



- 8 complimentary VIP tickets: Access for key stakeholders and clients to enjoy the VIP experience
- 8 valet parking vouchers
- 8 complimentary boot mugs given to attendees upon entrance to the Market
- Clickable logo on event page on the market website
- Logo on Event Fundraising Platform
- Recognition on Market social media platforms
- Name on event signage
- Opportunity to provide pre-approved logoed item made available to VIP guests
- Recognition in the Market E-newsletter for the event
- Logo recognition on Market TV monitor during Wundernacht and market season

**Thursday,
November 19, 2026**

VIP: 5–9 p.m.

General: 6–9 p.m.

Be enchanted at Wundernacht—Carmel Christkindlmarkt’s preview night that supports cultural exchange between Germany and America. Enjoy an adults-only night of complimentary Market food samples, drinks, ice skating, and first pick of Market products for sale. Indulge in unique cocktails and catered food only available at this special Wundernacht event. Your sponsorship ensures brand visibility, philanthropic impact, and a magical night for you and your guests. Don’t miss out on this extraordinary opportunity.



Event Sponsorship Opportunities

Glühwein Gallop 5K RUN/WALK

Saturday, December 12, 2026 | 9–11 a.m.

Get ready for some wintertime fun at the 6th annual Glühwein Gallop 5K Run/Walk! The race starts and ends at the Carmel Christkindlmarkt. Run or walk this festive course, then sip on complimentary Glühwein, beer, or Kinderpunsch (a non-alcoholic spiced drink) after the race is over. With awards for winners and a spirited costume contest, it's fun for all ages! The event welcomed nearly 2,600 excited participants in 2025—marking a 37% increase in registrations from 2024! This surge shows just how fantastic this opportunity is for our sponsors to connect with a growing and engaged audience! Become a

sponsor and be part of the merry excitement.

GLÜHWEIN GOLD \$2,500



- Logo placement on event banners and signage along the race course
- Logo placement on Start Line structure & Finish Line structure
- Recognition as Gold Sponsor on pre-event promotional postcard
- Recognition on Market social media platforms
- 1 market E-newsletter recognition with all other gold level race sponsors
- Opportunity to provide branded promotional items for participant race packets
- Complimentary entry for up to 15 participants in the Glühwein Gallop
- Complimentary boot mugs for each of the 15 participants
- Special acknowledgment during race announcements
- Clickable logo on our website event page
- Logo on the Glühwein Gallop t-shirt and race bib
- Logo on Market TV monitors for the event

STEIN SILVER \$1,500

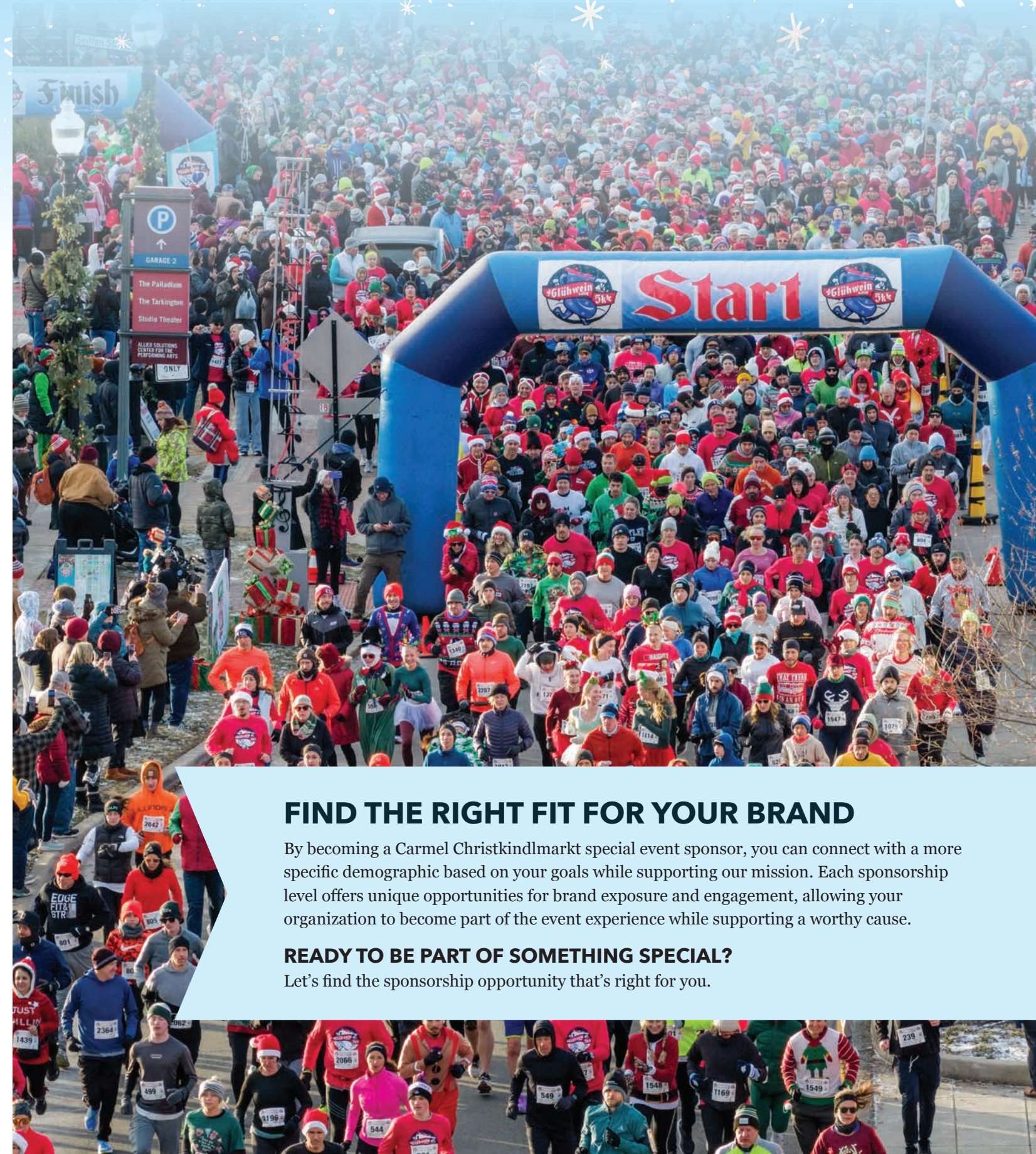


- Logo placement on Start Line structure & Finish Line structure
- Recognition as Silver Sponsor on pre-event promotional postcard
- Recognition on Market social media platforms
- 1 market E-newsletter recognition with all other silver level race sponsors
- Opportunity to provide branded promotional items for participant race packets
- Complimentary entry for up to 10 participants in the Glühwein Gallop
- Complimentary boot mugs for each of the 10 participants
- Acknowledgment during race announcements
- Clickable logo on our website event page
- Logo on the Glühwein Gallop t-shirt and race bib
- Logo on Market TV monitors for the event

BOOT MUG BRONZE \$1,000



- Logo placement on Start Line structure & Finish Line structure
- Recognition as Bronze Sponsor on pre-event promotional postcard
- Recognition on Market social media platforms
- 1 market E-newsletter recognition with all other bronze level race sponsors
- Complimentary entry for up to 5 participants in the Glühwein Gallop
- Complimentary boot mugs for each of the 5 participants
- Acknowledgment during race announcements
- Clickable logo on our website event page
- Logo on the Glühwein Gallop t-shirt and race bib
- Logo on Market TV monitors for the event



FIND THE RIGHT FIT FOR YOUR BRAND

By becoming a Carmel Christkindlmarkt special event sponsor, you can connect with a more specific demographic based on your goals while supporting our mission. Each sponsorship level offers unique opportunities for brand exposure and engagement, allowing your organization to become part of the event experience while supporting a worthy cause.

READY TO BE PART OF SOMETHING SPECIAL?

Let's find the sponsorship opportunity that's right for you.

Thank you for your consideration!

We are delighted at the prospect of partnering with you for the Carmel Christkindlmarkt. Your support helps us create a magical holiday experience that brings joy to thousands of visitors each year.

Join us in making this year's Market unforgettable!

Deadline for 2026 Sponsorship Opportunities:

Secure full benefits by September 30. Digital-only or partial-print benefit packages available after October 1.



Scan the QR code
for more information
on our sponsorship
opportunities.

CONTACT US:

Email: Amanda@carmelchristkindlmarkt.com

Website: www.carmelchristkindlmarkt.com

Follow us:

