



MARKETPLACE

HOLIDAY SHOPPING

2026 SPONSORSHIP OPPORTUNITIES

Artist Row Sponsor | \$15,000 | **SOLD OUT**

A dedicated “art gallery” shopping area for artist merchants that is customizable* and includes:

- Prominent logo and signage placement at premier front entrance lobby location creating a “Main Street” feel as guests arrive and pass through
- Special recognition at Preview Party and throughout the shopping weekend
- 30 complimentary Preview Party tickets
- Social media and website recognition

Auction Sponsor | \$10,000

A customizable* sponsorship of the Preview Party Live Auction that includes:

- Premier logo and signage placement along with recognition throughout event, including custom paddles
- 20 complimentary Preview Party tickets
- Social media and website recognition

Bar Sponsor | \$10,000

A customizable* sponsorship of multiple bar locations throughout Preview Party with:

- Highly visible logo and signage placement throughout event
- Dedicated bar signage at each location during Preview Party equipped with branded, cocktail napkins
- Recognition as Bar Sponsor at Preview Party and throughout event
- 20 complimentary Preview Party tickets
- Social media and website recognition

Arrival & Departure Experience Sponsor | \$10,000 **SOLD OUT**

A customizable* sponsorship of event parking experience that includes:

- Prominent logo and signage placement at Preview Party and throughout event
- Branding on signs in parking area and on any parking-related materials
- Recognition as Arrival and Departure Experience Sponsor at Preview Party and throughout event*
- 20 complimentary Preview Party tickets
- Social media and website recognition

General Admission Sponsor | \$10,000 | **SOLD OUT**

A customizable* sponsorship of courtesy admission to the weekend shopping days that includes:

- Prominent logo and signage placement at Preview Party and throughout event
- Recognition as General Admission Sponsor at check in table during Preview Party and throughout event*
- 20 complimentary Preview Party tickets
- Social media and website recognition

Experience Room | \$10,000 | **SOLD OUT**

A dedicated shopping and activities area including interactive vendors that includes:

- Prominent logo and signage placement along with recognition throughout event
- 20 complimentary Preview Party tickets
- Social media and website recognition

Preview Party Provisions Sponsor | \$10,000

A customizable* sponsorship exhibiting a high-quality dining experience for Preview Party that includes:

- Highly visible logo and signage placement throughout event
- Dedicated meal signage on tables during Preview Party with logo featured throughout meal table
- Recognition as Meal Sponsor at Preview Party and throughout event
- 20 complimentary Preview Party tickets
- Social media and website recognition

Merchant Sponsor | \$7,500

A customizable* sponsorship of merchant shopping experience that includes:

- Prominent logo and signage placement at Preview Party, throughout event and within the ballroom
- Recognition as Merchant Sponsor at check in table and within ballroom during Preview Party and throughout event*
- 16 complimentary Preview Party tickets
- Social media and website recognition
- 16 complimentary Preview Party tickets

Marketplace Décor Sponsor | \$7,500

A customizable* sponsorship of Marketplace Decor that includes:

- Prominent logo and signage placement at Preview Party and throughout event
- Recognition as Decor Sponsor at Preview Party and throughout event*
- 16 complimentary Preview Party tickets
- Social media and website recognition

Santa Photos Sponsor | \$7,500

A sponsorship of guest experience that includes:

- Prominent logo and signage placement at Saturday Shopping Day Activities
- Logo placed on all photos sent home to families
- 16 complimentary Preview Party tickets

Gold Sponsorship | \$5,000

- Choice of “experience” area to sponsor (based on availability): Happy Hour; Home for the Holidays; Food Court;
- Children’s Experiences, etc.
- Recognition as Gold sponsor throughout event
- Logo on select Marketplace promotional materials
- 10 complimentary Preview Party tickets

Silver Sponsorship | \$2,500

- Recognition as Silver sponsor throughout event
- Name on select Marketplace promotional materials
- 6 complimentary Preview Party tickets

Patron Sponsorship | \$1,000

- Recognition as Patron throughout event weekend
- 2 complimentary Preview Party tickets

* Subject to limitations based on staff and budget.



November 5-7, 2026

RAMSEY CONFERENCE CENTER, LANIER
TECHNICAL COLLEGE, GAINESVILLE CAMPUS

Marketplace is the premier shop-for-a-cause event in northeast Georgia, drawing thousands of eager attendees in search of unique, handcrafted gifts from artisans and makers across the southeast. The sights, sounds, and scents of the season fill the air, creating an unforgettable atmosphere of community and celebration.

Proceeds from Marketplace benefit Safe Kids Northeast Georgia. Safe Kids is a vital organization dedicated to preventing accidental injuries, one of the leading causes of death for children under 19. Safe Kids Northeast Georgia, plays a crucial role in tracking local childhood injury rates and focusing resources to address the most pressing safety concerns in the region, making it an essential organization to support for the well-being of children in Northeast Georgia.

LOOKING FOR ANOTHER WAY TO SUPPORT SAFE KIDS?

Consider donating to our live auction. Display your brand in front of community movers and shakers. We are looking for high-quality, unique experiences or items for our live auction. Your generous donation will directly support vital efforts to prevent childhood injuries and make our community safer for kids.

PRESENTED BY



WILLIS INVESTMENT COUNSEL

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Visit nghs.com/marketplace to
secure your sponsorship today.

Contact 770-219-1830 or
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with any questions.

