



SPONSORSHIP OPPORTUNITIES 2023

FIRST NIGHT ALEXANDRIA

Supporting the lively and performing arts in Alexandria, VA.

2023-2024 BOARD OF DIRECTORS

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*Honorary



FIRST NIGHT ALEXANDRIA

Since 1994, Alexandria's annual New Year's Eve celebration has been a community tradition and anchor to the holiday season enjoyed by our neighbors as well as visitors from near and far. We're excited to be back this year with day and evening programming that offers something for all ages to celebrate the New Year.

Our mission is to showcase the performing arts, and First Night Alexandria is committed to the following:

Give exposure to new artists, rising stars and seasoned professionals to expand their audience by aligning with the FNA brand and platforms.



Cultivate a wholesome atmosphere in which families and friends can enjoy the arts together.



Identify and showcase diversity among our artists.



Expand cultural awareness and experiences.



Serve as an economic engine that drives consumers to support local businesses.



FIRST NIGHT ALEXANDRIA

Supporting the lively and performing arts in Alexandria, VA...

First Night Alexandria offers **the alternative** New Year's Eve celebration in the region that encourages the public to enjoy an evening of entertainment that is family-friendly and affordable. For 29 years, an intergenerational cross section of diverse families and friends have chosen Alexandria as their destination for a safe experience to create memories. A portion of proceeds supports young musicians studying choral, band and orchestra in Alexandria City middle and high schools.

As the capstone holiday event, with a legacy of being the place to bring in the New Year, all eyes are on First Night Alexandria. Enthusiastically, we use our platform to acknowledge the generosity of the community that enables this tradition to live on. Depending on the sponsorship level you choose, sponsors can expect:

Maximum visibility on FNA's fresh, NEW website!

Multiple social media shoutouts to 7,000+ followers

Feature articles in our monthly E-Newsletter with over 5,000 active subscribers

VIP Event Access

Main Event Stage Recognition

Post-Event Print and Digital "Thank You" shoutout to all of our followers



**SOUND GOOD?
SEE ALL PACKAGES**



**SCAN THE CODE
OR CLICK
[TINYURL.COM/FNA-SPONSOR](https://tinyurl.com/fna-sponsor)
TO COMPLETE DIGITAL
COMMITMENT FORM**



FIRST NIGHT ALEXANDRIA

info@firstnightalexandria.org
703-963-3755 | www.firstnightalexandria.org



Sponsorship Benefits	PRESENTING \$10,000+	TRAILBLAZER \$5,000	COMMUNITY PARTNER \$2,500	PERFORMING ARTS CHAMPION \$1,000
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YEAR-ROUND RECOGNITION

<i>FNA Website</i>	↓	↓	↓	↓
<i>Press Releases - local</i>	↓	↓	↓	↓
<i>Email Blasts to 5,200+ subscribers</i>	↓	↓	↓	↓
<i>Social Media Shoutouts (FB, IG, YouTube, TW = 7,000+ followers)</i>	↓	↓	↓	↓
<i>Thank You Article in Alexandria Newspapers</i>	↓	↓	↓	↓

NEW YEAR'S EVE FESTIVAL OF MUSIC & MORE

# OF VIP ALL ACCESS PASSES	10	8	6	4
<i>Volunteer Opportunities</i>	↓	↓	↓	↓
<i>100 - 'HAPPY NEW YEAR FROM (Company Name) Cheer Sticks for attendees</i>	↓	↓	↓	↓
<i>Feature Spotlight (Article or Live Social Media Interview)</i>	↓	↓	↓	↓
<i>'Sponsored by' Recognition at Street party</i>	↓	↓	↓	↓
<i>Additional 100 - 'HAPPY NEW YEAR FROM (Company Name)' Cheer Sticks for attendees</i>	↓	↓	↓	↓



FIRST NIGHT ALEXANDRIA

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THANK YOU FOR YOUR CONSIDERATION!



*YES! Count on us to support the 29th
Annual First Night Alexandria on 12/ 31/ 23!*

Date: _____

Authorized by (name, title): _____

Company name as it should appear in recognition material:

Mailing Address: _____

Contact Person: _____ **Phone:** _____

Email Address: _____ **Website:** _____

Choose your sponsorship level:

- Presenting - \$10,000+ Other - \$ _____
- Trailblazer - \$5,000
- Community Partner - \$2,500
- Performing Arts Champion - \$1,000

Please Email My Invoice To: _____

Please email this form along with high-resolution company logo (.jpg, .pdf, .eps) file to Info@FirstNightAlexandria.org

THANK YOU FOR YOUR SUPPORT!

FIRST NIGHT ALEXANDRIA INC.
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