



## INAUGURAL WINTER HOLIDAY FAIR FACT SHEET

**EVENT:** First Annual Norristown Winter Holiday Fair

**DATE:** Saturday, December 10, 2022, from 3 pm to 8 pm and Sunday, December 11, 2022, from 1 pm to 6 pm.

**THE MISSION:** To gather the Norristown community, neighboring cities, and townships together in celebration of the holiday season in the heart of Montgomery County. The Winter Holiday Fair is sure to become an annual community favorite.

**EVENT DESCRIPTION:** The Fair will present two days of enchanting festivities to delight visitors of all ages. The downtown festival will showcase carnival rides and games, free ice skating and skate rental, food trucks, outdoor seating and fire pits, vendor merchants, a shopping village just for children, free gift wrapping, an outdoor bar featuring holiday cocktails, live music, and even more.

**LOCATION:** Airy Street Parking Lot at the intersection of Airy and Dekalb Streets in the heart of downtown Norristown. The Municipality of Norristown is the county seat of Montgomery County, Pennsylvania; located along the Schuylkill River approximately 6 miles from the Philadelphia city limits.

**ATTENDEES:** 1500 – 2000 attendees from all demographics are expected to attend over the two-day period. Predominant draw expected from Montgomery Co. The lesser draw from Philadelphia and other surrounding counties and states are projected to increase annually.

### **GOALS & KPI's:**

- To heighten the feeling of pride of belonging to a community of individuals, who are passionate about where they live, learn, work & play.
- To provide an experience that will establish Norristown as a destination and transform visitors into ambassadors.
- To boost the local economy and to stimulate growth by providing sales and marketing opportunities for merchants, businesses, and organizations.

### **MAJOR SPONSORS:**

- **Ice Rink Sponsors:** Frankel Management Company and D'UVA Construction
- **Carnival Sponsors:** Elmwood Park Zoo and Center Theater

**SPONSORSHIP OPPORTUNITIES:** Multiple levels of sponsorships that can be tailored to meet specific marketing needs.

**TO BECOME A SPONSOR CONTACT:**  
Tracie Henry, Special Events Coordinator  
Municipality of Norristown  
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