A photograph of a white door with a large green wreath and a red bow. The door has a multi-paned window above it. The text "WALTER CELEBRATE the SEASON" is overlaid on the image.

WALTER CELEBRATE *the* SEASON

Wednesday, November 28

Merrimon-Wynne House, Raleigh

5:30 p.m. VIP \$50 / 6:30 p.m. GA \$25

Expected total attendance: 250

Join *WALTER* for its fourth year of *Celebrate the Season*,
an exclusive shopping event that will connect our readers with the area's
most unique and local retailers.



Presenting Sponsor

category exclusivity

\$5,000

PRINT

- Full page in WALTER Magazine event coverage issue
- 2-page spread in Holiday Lookbook (*see back page*)
- Branding on all promotional event materials in WALTER Magazine + *The News & Observer*

DIGITAL

- Branding on all promotional email blasts and digital ads on waltermagazine.com & newsobserver.com
- Post-event branded email blast to event guests

SOCIAL MEDIA

- Sponsor to be recognized on social media channels before and during event

PUBLIC RELATIONS

- Thank you and mentions in post-event media coverage in WALTER
- Photos and event coverage in the Whirl

EVENT

- 6 VIP tickets to event
- Option to place items in gift bags
- Option for table presence/merchandise placement

Supporting Sponsor

2 opportunities available

\$2,500

PRINT

- Half page in WALTER Magazine event coverage issue
- Full Page in Holiday Lookbook (*see back page*)
- Branding on all promotional event materials in WALTER Magazine + *The News & Observer*

DIGITAL

- Branding on all promotional email blasts and digital ads on waltermagazine.com & newsobserver.com

SOCIAL MEDIA

- Sponsor to be recognized on social media channels before and during event

PUBLIC RELATIONS

- Thank you and mentions in post-event media coverage in WALTER
- Photos and event coverage in the Whirl

EVENT

- 4 VIP tickets to event
- Option to place items in gift bags
- Option for table presence/merchandise placement





Room Vendor

Package - \$2,100

EVENT

- 2 - 6' tables with black linen
- Option to fill room with décor and display furniture
- 4 GA tickets to event (for guests)
- Option to place items in gift bags

PRINT

- Full Page in Holiday Lookbook (*see back page*)
- 1 Product Placement in Lookbook (*see back page*)
- Business name listed on all promotional event materials in *WALTER Magazine + The News & Observer*
- Photos of event in coverage issue

SOCIAL MEDIA

- Business name mentioned on social media channels before and during event

Room Only - \$1,500

EVENT

- 2 - 6' tables with black linen
- Option to fill room with décor and display furniture
- 4 GA tickets to event (for guests)
- Option to place items in gift bags

PRINT

- Business name listed on all promotional event materials in *WALTER Magazine + The News & Observer*
- Photos of event in coverage issue

SOCIAL MEDIA

- Business name mentioned on social media channels before and during event



Table Vendor

Package - \$1,350

EVENT

- 1 - 6' table with black linen
- 2 GA tickets to event (for guests)
- Option to place items in gift bags

PRINT

- Full Page in Holiday Lookbook (*see back page*)
- 1 Product Placement in Lookbook (*see back page*)
- Business name listed on all promotional event materials in *WALTER Magazine + The News & Observer*
- Photos of event in coverage issue

SOCIAL MEDIA

- Business name mentioned on social media channels before and during event

Table Only - \$750

EVENT

- 1 - 6' table with black linen
- 2 GA tickets to event (for guests)
- Option to place items in gift bags

PRINT

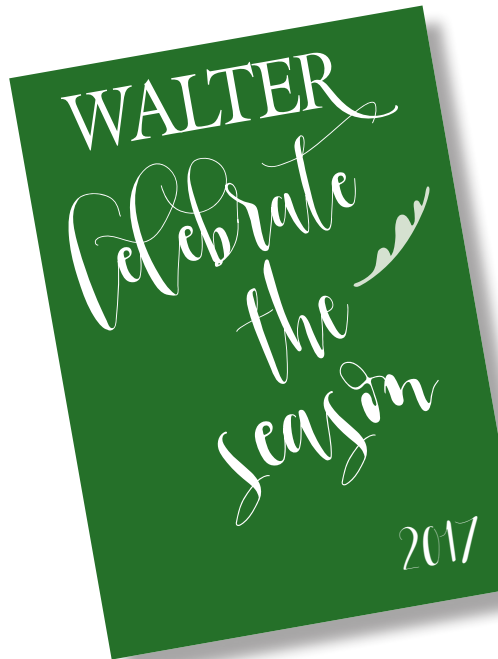
- Business name listed on all promotional event materials in *WALTER Magazine + The News & Observer*
- Photos of event in coverage issue

SOCIAL MEDIA

- Business name mentioned on social media channels before and during event



Lookbook



This event presents a high-profile branding opportunity for sponsors and vendors, with direct exposure to *WALTER*'s affluent audience. In conjunction with the event, *WALTER* will have a special section in the December issue, our 2018 Holiday Lookbook featuring product pages from local vendors in addition to other holiday arts, entertainment, and destination packages. The December issue will be distributed in each guest's gift bag at *Celebrate the Season*.

Deadlines

PUBLICATION: December Issue
PRODUCT SHOOT: Thursday, 10/25
SPACE: Tuesday, 10/30
EDI/CAMERA-READY: Tuesday, 11/6
AD RELEASE: Thursday, 11/8

Specs

BLEED: 7.25" x 10.25"
NON-BLEED: 7" x 10"

WALTER

For more information, please contact events@waltermagazine.com