



# Municipality of Norristown

## Municipal Council

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**Rebecca Smith, At Large**  
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**Crandall O. Jones**  
**Municipal Administrator**

Hello Friend -

Norristown will host its first ever Winter Holiday Fair this year on December 10<sup>th</sup> and 11<sup>th</sup>. The Airy Street parking lot will be transformed into a Hallmark-inspired winter festival and marketplace. The Fair will present two days of enchanting festivities for all ages, together with sponsors, vendors, performers, and community partners we will create a wonderful new holiday tradition. The Fair highlights will include:

- ❖ A 60' Synthetic Ice-Skating Rink
- ❖ A 45' Carnival Ferris Wheel
- ❖ A Food Court consisting of Food Trucks, Outdoor Seating and Fire Pits
- ❖ An Outdoor Pub Featuring Holiday Cocktails
- ❖ A Vendor Marketplace
- ❖ Gingerbread House Shopping Village for Little Shoppers
- ❖ Free Gift-Wrapping Station
- ❖ Live Music

We are thrilled that the Holiday Fair will provide an opportunity to boost the local economy by presenting marketing and sales opportunities for small businesses and organization. We are confident that this event has the potential to grow exponentially, and we want your support to make that possible; it is sure to be a stellar success due in large part to the generosity of sponsors.

Your sponsorship will serve your business with customer engagement while supporting the efforts of the Municipality to produce experiences that will establish Norristown as a destination and transform visitors into ambassadors.

You'll find additional details on the sponsorship levels and the event attached. We are eager to work with your team to match a sponsorship opportunity with your goals. I can be reached at [thenry@norristown.org](mailto:thenry@norristown.org) or by phone at (302)507-2434 (direct). Thank you in advance for your support, we look forward to our partnership!

Warmest regards,

*Tracie Henry, Special Events Coordinator*

[thenry@norristown.org](mailto:thenry@norristown.org) | 302.507.2434 (Direct)