

Willkommen! Welcome!

The Black River Falls Downtown Association invites you to the sights, sounds and tastes of Christmas. With a visit to Black River Falls' annual Christkindl Festival you'll relive a centuries-old tradition.

No one knows how to celebrate Christmas like the Germans. It's thanks to German traditions that we decorate Christmas Trees, hang Christmas Wreaths and put Nutcrackers on mantels. Because of them, we bake Gingerbread men, open Advent Calendars, fill Stockings with treats and put Angels on-top of Christmas Trees.

Since the Middle Ages, German towns have held Christ-child markets, or Christkindmarkt, in their market squares. The tradition of the Christkindl is known among German-speaking countries such as Germany, Austria, Switzerland, and also Czech Republic, Italy, Liechtenstein and even some South American countries. Christkindl is a fairy-like being, dressed in a gold and white robe with a crown atop her golden hair. Depending on region and family tradition, either the Christkind (pronounced Kristkint) or "Der Weihnachtsmann" (Father Christmas, also know as Kris Kringle and Santa Claus) will be the bearer of gifts for children on Christmas Eve.



During Advent, which runs approximately from our Thanksgiving holiday through Christmas Eve, rustic timber booths draped with fragrant evergreen boughs, line the town squares. It is here that vendors and artists sell items such as toys, blown-glass ornaments, cones of warm sugared almonds and steaming mugs of Glühwein (spiced mulled wine) to holiday shoppers. It's a charming tradition, but a hard one to import to the United States. We have the convenience of Malls, not market squares. But that hasn't stopped the Black River Falls Downtown Association from creating a new tradition, complete with Father Christmas and Christkindl, the markets namesake.

Christkindl Festival goers will enjoy traditional wares, food and vendors. Inside festive heated tents, the holiday crowd will find a heart-warming ambiance filled with the Christmas Spirit as they drift from booth to booth. Guests will be able to take in the joys of the holidays by listening and watching on-stage performances by bell ringers, dancers, theatre groups and local musicians. Kindling the magic of Christmas, visitors will also be enchanted by a live reindeer exhibit. Since the festival is located in Downtown Black River Falls this allows guests to visit all the unique shops and businesses. Stroll down the streets and vote on a favorite window display and see the craftsmanship of local talent at the Gingerbread House Exhibit at Black River Country Bank which hosts the entries for the Gingerbread House Contest. As night-time approaches, guests will be awed by the beauty of an evening Christkindl Festival parade called the Night of Lights. For an even more magical winter experience, visitors can take a romantic evening ride in a horse-drawn carriage. Imagine how much fun family and friends will have starting off the holiday season with a visit to Black River Falls' Christkindl Festival.

This exciting, seasonal event celebrating the Old World charms of Christmas with residents of and visitors to Black River Falls Wisconsin kicks off with a Christmas Tree lighting and coronation event of Christkindl and Father Christmas on Friday, December 4th, 2009 at 6pm. The festivities continue Saturday morning with Breakfast with Christkindl and Father Christmas, Pictures with Santa at the Jackson County Bank and the Christkindlmarkt which is open from 9am to 9pm.

With unique, quality, hand-crafted, traditional gifts and exhibits, the Christkindlmarkt will be a holiday fare that becomes a life-long family tradition for the young and old.

It is thanks to area community members, businesses and organizations that an event of this magnitude is possible. If you are interested in volunteering and/or sponsoring any of the activities, exhibits or costs associated with the Christkindl Festival, you can fill out the Christkindl Festival Sponsorship Pledge Form. We appreciate all levels of sponsorship and welcome any support you can provide. Any questions regarding the events, volunteerism and/or sponsorship should be directed to the Christkindl Festival Committee.

Thank you,



Valerie Maurer—Christkindl Festival Committee Chairman
www.christkindlfestival.com

Please find the Christkindl Festival Sponsorship Pledge Form enclosed which outlines details for this event.



Christkindl Festival Sponsorship Pledge Form



HOW TO MAKE YOUR PLEDGE

- Make Checks Payable to: Black River Falls Downtown Association
- Return the Christkindl Festival Sponsorship Pledge Form and Payment to: P.O. Box 27, Black River Falls, WI 54615
- For further information call Valerie Maurer: (715) 284-0883
- Web site: www.downtownblackriverfalls.com
- Email: Valerie.maurer@edwardjones.com

Please print all information completely

Contact Information

Company Name: _____
 Contact Person: _____
 Web URL: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____
 Authorized Signature: _____

Sponsorship Level

- Christkindl \$2000.00
- Father Christmas \$1000.00
- Santa Claus \$500.00
- Kris Kringle \$250.00
- St. Nicholas \$100.00
- Christmas Elf \$50.00

- Other Pledge Amount \$ _____
- Non-Monetary Gift (name item and value): _____

For Office Use Only	
Date Received:	_____
Amt Paid:\$	_____
Check #:	_____
Sponsor Level:	_____
Booth #:	_____

Christkindl Festival Sponsorship Levels

Christkindl	\$2000.00
<ul style="list-style-type: none">• Recognition as an event sponsor• Logo/Name Banner posted at the entry of the event tents (banner to be provided by the sponsor)• Logo/Name near the event stage (banner to be provided by sponsor)• Print Advertising• Website Link• Logo/Name on Event Flyers and Posters• Logo/Name on Christkindl Festival shopping bags• Press Releases• Public announcements regarding sponsorship during the Christkindl Festival• 10x8 spot at the Christkindlmarkt	
Father Christmas	\$1000.00
<ul style="list-style-type: none">• Recognition for an event attraction such as the parade, reindeer display, Christmas Tree, etc.• Logo/Name Banner posted in an event tent (Banner to be provided by the sponsor)• Logo/Name at sponsored attraction (Banners to be provided by Sponsor)• Print Advertising• Logo/Name on Event Flyers and Posters• Logo/Name on Christkindl Festival shopping bags• Website Link• Public announcements regarding sponsorship during the Christkindl Festival• 10x8 spot at the Christkindlmarkt	
Santa Claus	\$500.00
<ul style="list-style-type: none">• Print Advertising• Website Link• Logo/Name on Event Flyers and Posters• Public announcements regarding sponsorship during the Christkindl Festival• 10x8 spot at the Christkindlmarkt	
Kris Kringle	\$250.00
<ul style="list-style-type: none">• Print Advertising• Logo/Name on Event Flyers and Posters• Website Link	
St. Nicholas	\$100.00
<ul style="list-style-type: none">• Logo/Name on Event Flyers and Posters• Website Link	
Christmas Elf	\$50.00
<ul style="list-style-type: none">• Website Link	

Sponsorship pledges will be used to off-set the costs associated with the Christkindl Festival. The Black River Downtown Association is a non-profit organization. Proceeds not used for this event will be generously donated back into the community.

