



2018 European Christmas Market Fact Sheet

Bringing the magic of a European Christmas Market to the heart of Minnesota!

The Facts

- Always free admission to the European Christmas Market (ECM)
- The 2018 dates: November 30-December 2 and December 7-9
- The Place: Part of Union Depot's Hub for the Holidays, East Plaza of Union Depot, Downtown Saint Paul
- ECM is a Minnesota Not-for-Profit Corporation with Internal Revenue Code Section 501(c)(3) status.
- In 2017, the European Christmas Market boasted happy vendors with upward of 30,000 attendees.

What Participating Vendors Said

- "It was such a lovely event."
- "We were very pleased with the public turnout for both weekends."
- "Great job incorporating changes and making a better integrated event this year guys!"

Numbers

- Some 7,000 Glühweins and German beers, more than 4,000 brats and other mouthwatering treats delighted taste buds and found their way into warming up our 2017 attendees.
- There will be 50% more kiosks at the 2018 Market than in 2017.

Sponsor Exposure

- Includes media partners such as print, TV and radio. Furthermore, the collaboration between the European Christmas Market and Union Depot flawlessly illustrates the sense of community that is widely loved about Saint Paul.

Receivables for Sponsors

- Receivables are customized and can include naming rights, prominent display of the Sponsor's logo and banner at the market, listing on Sponsor webpage and recognition in event program, inclusion in all press releases to media, inclusion of logo in promotional posters and flyers and with hyperlink on event website.

Thank you for supporting the 2018 European Christmas Market!