



NYCity.Christmas

2026 SPONSORSHIP & ADVERTISING

Put your business inside the holiday plan.

Packages for advertisers, restaurants, event organizers, holiday vendors and presenting partners.

Launch menu · creative ideas · proposal process

2026 PARTNER DECK



WHY ADVERTISE HERE

Reach people while the plan is taking shape.

- **Choose the moment**

Appear beside a route, calendar, family activity, dining tool or official booking decision.
- **Give a useful answer**

Show the neighborhood, dates, party size, service area, official link and practical offer.
- **Build around one outcome**

Use the campaign to support a restaurant booking route, event attendance, visits or provider inquiries.
- **Agree on proof**

Define the placement inventory and available aggregate delivery measures before launch.

The commercial value comes from context and usefulness. Audience volume and sales are never guaranteed.



PACKAGE LADDER

A practical entry point for every campaign size.

\$99–\$350

VISIBLE

Enhanced vendor profile, sponsor card, route placement or banner

\$325–\$750

FEATURED

Dining spotlight, event feature, family supporter or guide sponsor

FROM \$1,250

PRESENTING

Letters to Santa partner, full-page sponsor or major event hub

FROM \$6,500

SEASON

A custom presence across several selected holiday-planning surfaces



FAST-START PACKAGES

Quick visibility and dining placements.

Holiday Spark

\$125 · 14 days

One linked sponsor card, approved image and concise offer.

Route Spotlight

\$250 · 28 days

Contextual placement beside one relevant route or guide.

Seasonal Banner

\$350 · 14 days

One responsive banner on an agreed page. Limited inventory.

Restaurant Feature

\$325 · 21 days

Photo-led dining card with menu or official booking link.

Tables & Waitlist

\$450 · 28 days

Featured dining position with dates, party size and booking policy.

Dinner + Lights

\$650 · 28 days

Restaurant feature plus a reviewed before-or-after lights route.



SANTA & FAMILY

Holiday magic with firm privacy boundaries.

LETTER TO SANTA

Presenting partner

\$1,250 · 2026 season

One presenting credit on the page, a parent-facing acknowledgement after email delivery is active, and up to four weekly family-content mentions.

One presenting partner · up to two supporters

Holiday Service Profile

\$99 / season

Enhanced profile for Santa, carolers, photographers, decorators or tours.

Featured Santa Service

\$149 / season

Direct provider inquiry with hourly rate and minimum-time fields.

Letters Supporter

\$350 / season

Family-safe acknowledgement outside the child's letter and reply.

Sponsors receive no names, emails, letters, replies, photos or child-level activity.



EVENTS & SECTION OWNERSHIP

Scale from a verified listing to a major seasonal presence.

PACKAGE	LAUNCH RATE	TERM	CORE DELIVERABLE
Event Listing Boost	\$195	21 days	Enhanced calendar card and official event link
Event Spotlight	\$500	28 days	Calendar feature, contextual placement and two concepts
Holiday Guide Sponsor	\$750	42 days	Page-level presenting credit with limited category protection
Presenting Event Partner	From \$1,500	per event	Dedicated campaign page, schedule and official ticket routes
Full-Page Sponsor	From \$1,500	28 days	Banner, sponsor module and integrated destination links
Season Presenting Partner	From \$6,500	2026 season	Custom inventory across selected sections



CREATIVE SPECIALS

Campaign ideas built around the holiday experience.

Plan B Weather Partner

\$600

Help visitors recover a rainy, cold or crowded day.

Five-Borough Passport Stop

\$650

Add one reviewed destination or partner-owned visitor perk.

Community Prize Partner

\$250 + prize

Support a lights, photo, pet or neighborhood activation.

Neighborhood Collection

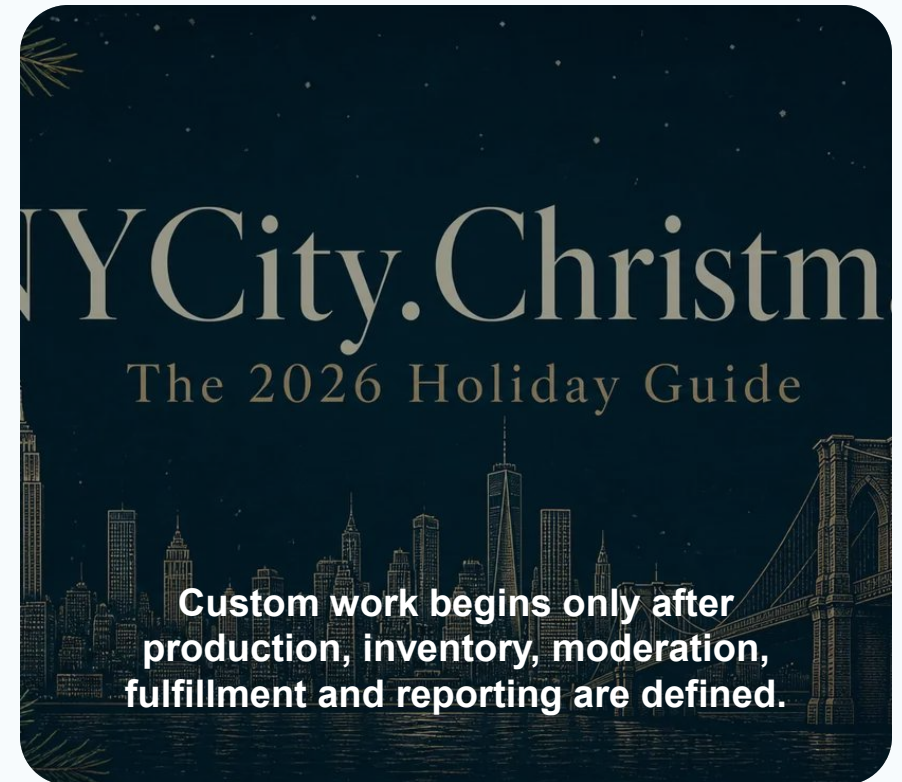
Custom

Several compatible businesses share one useful route.

Sponsored Family Resource

Custom

Underwrite a printable or kindness activity with safe placement.





PROPOSAL PROCESS

A clear path from interest to launch.

01

Fit review

Confirm the business, destination, claims, audience fit and family-safety requirements.

02

Written proposal

Name the exact placements, dates, creative work, reporting, price and fulfillment owner.

03

Approval & production

Both sides approve before invoicing, design work or public reservation of inventory.

04

Launch & report

Check links, assets and labels, then provide the agreed delivery summary.



TRUST & MEASUREMENT

Commercial clarity protects the visitor and the advertiser.

Paid placement label

Every paid module receives a clear sponsored or presenting-partner label.

Independent facts

Payment cannot buy a false date, favorable review or unverified claim.

Family privacy

No sponsor receives private family content or child-level data.

REPORT WHAT EXISTS

A proposal lists the aggregate measures available for that campaign.

Examples may include placement delivery, page views or outbound clicks after measurement is enabled. No audience, sales, booking or reservation guarantee is implied.

The partner owns offer fulfillment, inventory, staffing, refunds and customer service.



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NEXT STEP

Build a campaign brief. Then scope the exact offer.

Choose the packages that fit, add the business goal and timing, and download a working inquiry from the sponsor page.

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No payment or inventory reservation happens on the public page. Final terms require a written agreement.