



# SPONSOR KIT

13<sup>th</sup>  
year



@Facebook.com/hallebration



**Friday**  
December 12, 2025  
4 PM – 8 PM  
**Saturday**  
December 13, 2025  
10 AM – 4 PM

Produced by New Vision UMC.  
Kathye Lewis Norman,  
Co-Founder and Chairperson

**New Vision UMC**  
4400 Reading Rd.  
Cincinnati, OH 45229  
Phone (513) 961-4817  
[www.newvision-umc.org](http://www.newvision-umc.org)





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**FOR SPONSOR INFO CONTACT  
KATHYE LEWIS NORMAN  
AT 513-961-4817.**



## Halle-Bration is a “Hallelujah Celebration” ...

### Purpose

The purpose of **Halle-Bration** is to provide a venue for people in the Greater Cincinnati area to have a family friendly event to enjoy the holidays and to purchase gifts and other items for the holidays. Given the difficulties that many families face going shopping and the risks that continue to increase in the shopping malls, New Vision United Methodist Church had the idea to bring the community together for a fun, safe and productive day of shopping and entertainment.

The purpose of **Halle-Bration** expanded in 2016 to include service businesses in The Community Business Marketplace. This provides the community an opportunity to meet and establish connections with small and Black owned companies in the neighborhoods. These businesses were very successful in gaining new clients from the interaction. We expect this feature to increase our overall impact in the community by providing a much needed networking venue.

In 2016, we unveiled our branding of the event and partnered with two established organizations in the community, the African American Chamber of Commerce and The Collective Empowerment Group. We chose ***Halle-Bration, A Hallelujah Celebration*** to bring together the holiday festivities and the celebration of our communities. It is a way to bring the marketplace into the community for a day of festivities. Both of these organizations have a significant reach in the business and faith community and our participation increased significantly. Our branding will continue to make this event a household name and will help us to promote this more effectively.

We expanded to two days in 2018 and added some workshops and live Jazz entertainment. This was successful and we intend to continue with this format. We also added a feature, Taste of HalleBration, where we showcased the best area bakers and food suppliers. This was a big hit and we continue since then.

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## Sponsorship

### Sponsor Levels for Halle-Bratton 2025

#### Presenting-\$7500

Premium booth at the event

Branding of the livestream with your name and logo

An opportunity to present a topic of your choice on both days

A produced welcome spot that will air during the livestream and onsite

Inclusion in our online and hard copy full color Directory

A link to your website or other social media

Your logo on all marketing materials and social media and banner signage

Full page ad on the inside front cover or the back cover of the Full Color Directory

#### Platinum-\$5000

Premium booth at the event

A produced welcome spot for our in-person and Live Stream part of our event

A presentation of your choice on either day

Logo and Name on all marketing materials, banners, and social media

Inclusion in our online and hard copy full color Directory

A link to your website or other social media

Full page ad on the inside back cover of the Full Color Directory

#### Gold-\$3000

Prime booth at the event

The opportunity to present a seminar for our participants

Inclusion in our online and hard copy full color Directory

A link to your website or other social media

Logo and Name on all marketing materials, banners, and signage

Full page ad in the Full Color Directory

#### Silver-\$2000

Standard booth at the event

Listing in our online and hard copy Full Color Directory

Listing on signage, banners, and social media

Half page ad in the Full Color Directory

#### Bronze-\$1000

Standard booth at the event

Listing in our hard copy Full Color Directory

Listing on select signage, banners, and social media

Half page ad in the Full Color Directory

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## Background

Since 2013, Kathye Lewis and Miriam Kinard, provided the leadership for an event that New Vision has hosted: the City-wide Holiday Celebration and Gift Mall. Attendance ranged from 800-1000. The event was branded **Halle-Bratton** in 2016. We had 70 businesses participate last year and the Community Business Marketplace was a success. Each year during the event which ran from 10 am - 4 pm. Vendors were local and regional. We had vendors with clothing, books, cosmetics, customized t-shirts, jewelry, hats, purses, shoes, candles, baked goods, food, chiropractic services, hair care, dolls and health oriented booths and other retail booths.

We also featured music from local choirs and groups, Santa Claus, children's workshops, a live nativity procession, and other festivities. The event has been designed by two members of New Vision who also are business owners and understood the need for a venue during the holidays for the local community to support small and Black owned business.

Notable groups like the Charles Fold Singers and choirs from New Jerusalem Baptist Church, New Prospect Baptist Church and artists and designers like Cynthia Lockhart and Annie Ruth, have provided unique experiences for the attendees and specifically tailored workshops for the children. A children's store, craft workshop, and Santa corner along with storytelling by church members, have been some of the highlights of the event. We have also provided health information from The Center for Closing the Health Gap and sampling by other health oriented businesses. We have children involved with many aspects of the event.

## Vendor Successes

Over 220 small business vendors have benefited from this event since 2013. 60% have been repeat vendors. Survey results from the vendors each year have been strong. They value the opportunity and love the festivities. Some vendor remarks were "This is the best event I have attended." "Great showcase. Keep doing it and it will continue to get better." Overall sales for the majority of vendors were equal or better than expected in our surveys. Feedback from participants has also been good and we have been able to attract people from the Greater Cincinnati area and beyond to the marketplace.



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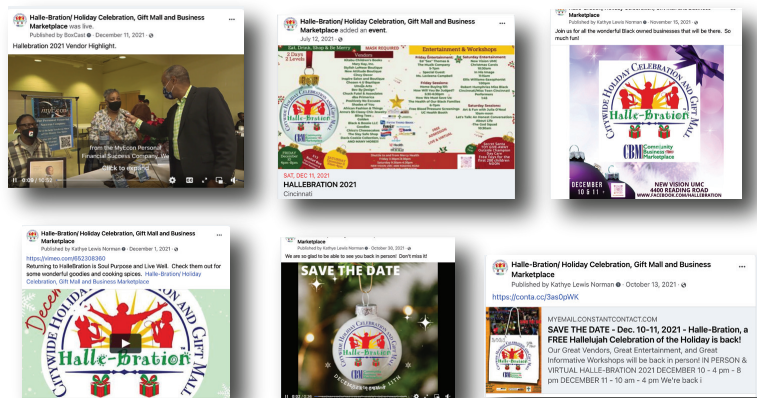
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## FaceBook Post



**2021**



**2020**



**2019**



**2018**





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## Marketing

Marketing has included television and radio appearances on all network stations and several public affairs programs. We circulated 15,000 fliers throughout the city, purchased radio advertisement, did an on-site radio broadcast and placed announcements (PSA's) in the Enquirer, The Cincinnati Herald and City Beat. Features were done in The Cincinnati Herald and The Cincinnati Enquirer.



2021



2020



2019



2018

## Partners

Our partners included artist Annie Ruth, Mercy Health, and WGRI Inspiration 1050. Mercy Health allowed us to use their parking lots for overflow parking. We also utilized buses from churches and a limousine service to shuttle people from the parking lots.