



September 19, 2022

The City of Friendswood and the Keep Friendswood Beautiful Board are soliciting donations for **14th Annual Santa in the Park** Christmas Celebration and the **Home for the Holidays Lighted Christmas Trail**. This year the event will offer heart-pounding entertainment, photos with Santa, music, face painting, petting zoo, amusement rides, a lighted Christmas parade, a Holiday Market and ending the evening with the lighting of a 20-foot tall, decorated Christmas tree provided by our title sponsor, HomeTown Bank followed by a state-of-the-art Fireworks extravaganza. Along with Santa in the Park the Home for the Holidays Lighted Christmas Trail will be coming back again this year, the trail will open Thanksgiving weekend and will remain on thru the end of the year. The light trail consists of 100,000 lights, holiday characters, letters to Santa and a Christmas fairy hunt. The 14<sup>th</sup> annual Santa in the Park promises to be the most spectacular event of the year bringing in thousands in attendance. There are many ways to collaborate with Santa in the Park and the Lighted Trail to promote your business, from simply donating an in-kind service or product or securing one of the sponsorship levels below. Sponsorships are available in the following categories:

**Winter Wonderland Sponsors/Name recognition for Snow Slide- \$5,000**

Winter Wonderland Sponsors will be given signage/ and two-sided banner and name recognition of an 8' snow slide with 40,000 lbs. of snow. Free booth space to display products or services at the event. Sponsors will also be given recognition thru advertising with local media, social media and many other media outlets. Sponsors will also be noted on the event t-shirt, which all staff and volunteers will be wearing during the event.

**Sugarplum Sponsors/Amusement Rides- \$5,000**

Sugarplum Sponsors will be given signage/ and two-sided banner and name recognition at the amusement ride area. Free booth space to display products or services at the event. Sponsors will also be given recognition thru advertising with local media, social media and many other media outlets. Sponsors will also be noted on the event t-shirt, which all staff and volunteers will be wearing during the event.

**North Pole/Name recognition for Lighted Trail Large Display - \$2,000**

North Pole Sponsors will have their companies name displayed on a **new display** for the lighted trail. Free booth space to display products or services at the Santa in the Park event. Sponsors will also be given recognition thru advertising with local media, social media, and many other media outlets. Sponsors will also be noted on the event t-shirt, which all staff and volunteers will be wearing during the event. The Lighted Trail was visited by 10,000 in 2021.

**Rudolph Sponsor/Lighted Tunnels-\$1000 ea. (2 TUNNELS)**

Rudolph Sponsors will have their company's name/logo displayed on one of two lighted tunnels for the lighted trail in Stevenson Park. Free booth space to display products or services at the Santa in the Park event. Sponsors will also be given recognition thru advertising with local media, social media, and many other media outlets. The Lighted Trail was visited by 10,000 people in 2021 and is the best photo opportunity in the park during the holidays.

**Jingle Bell Rock Stage/Name recognition for the Stage and the Gazebo - \$1,000**

Jingle Bell Rock Sponsors will be given signage/ and recognition. Free booth space to display products or services at the event. Sponsors will also be given recognition thru advertising with local media, social media, and many other media outlets. Jingle Bell Rock Sponsors will be noted on event t-shirt, which all staff and volunteers will be wearing during the event. The

Jingle Bell Rock stage will have a live music (DJ) during the event along with local acts during intermission.

**Santa Line Sponsor-\$1,000**

Santa Line sponsors will have signage at the Santa line. Free booth space at the Christmas tree to display products or services while Santa is taking pictures. Sponsor can hand out info/items to those in the Santa line. Santa Line Sponsors will also be given recognition thru advertising with local media, social media, and many other media outlets. Santa in the Park will be noted on the event t-shirt, which all staff and volunteers will be wearing during the event.

**Event Shirt Sponsor-\$1,000**

Event Shirt Sponsor's logo will be prominently displayed on the back of the event t-shirts, which 100 volunteers and staff, will be wearing during the event. Free booth space to display products or services at the event. Event Shirt Sponsor will also be given recognition thru advertising with local Media, social media, and many other media outlets.

**Petting Zoo Sponsor - \$1,000**

Petting Zoo Sponsor's banner will be prominently displayed at the most popular area of the park, which is the petting zoo. Free booth space to display products or services at the event. Santa in the Park Petting Zoo Sponsors will be noted on the event t-shirt, which all staff and volunteers will be wearing during the event and will be given recognition thru advertising with local media, social media, and many other media outlets.

**Christmas Movie Sponsor - \$500**

The Christmas movie sponsor banner will be prominently displayed at one of our Holiday in the Park events on a Friday in December in Steven C. Johnson Park. In addition to the popular Lighted trail, music, and food trucks we will add a movie to the event at Steven C. Johnson Park to the Friday night event. The sponsor will be given recognition thru advertising with local media, social media, and other media outlets.

**Christmas Fairy Trail Sponsor-\$500**

The Christmas Fairy Trail is new to the park, it was started last year due to Covid. This is a fun activity for the children to hunt for holiday Fairies thru out the park, each fairy has its own story. We had over 1,000 children visit the park last year for the hunt. The sponsor's logo will be featured on the map and given recognition thru advertising with local media, social media, and many other media outlets. *(Deadline on sponsorship is October 15<sup>th</sup> due to printing)*

**Candy Cane Sponsors - \$250**

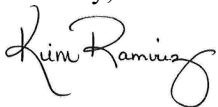
Candy Cane Sponsors will be given verbal recognition at the event and displayed on the flyer.

*\*Dollar figures are negotiable and may reflect the price of goods and labor donated.*

We are excited at how large this event has grown. We expect thousands of attendees, and we are sure that all of them would benefit greatly from your support to the event. If you would like to become a sponsor for this year's event, please contact Kimberly Ramirez at (281) 996-3219 or [kramirez@friendswood.com](mailto:kramirez@friendswood.com)

**All sponsorships must be received or committed by October 31st.**

Sincerely,



**Kimberly Ramirez, CAP**

Assistant to Director of Parks & Recreation

Special Event Coordinator

Keep Friendswood Beautiful Coordinator

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