HOLIDAYS IN HISTORIC FOLSOM

Sponsorship Opportunities & Community Engagement Guide

One Sponsorship, Two Signature Holiday Events
Sponsor Deadline: October 24, 2025
To ensure maximum marketing benefits in all scheduled advertising campaigns.

Community Christmas Tree Lighting

SINGLE DAY ATTENDANCE 10,000+ December 5, 2025 • 6pm-9pm

Experience the Magic of the Season

Celebrate as we light the annual Community Christmas Tree in the heart of the Folsom Ice Rink Plaza! Historic Folsom transforms into a glowing Christmas village with twinkling lights and festive cheer. Activities stretch from the Plaza up Historic Sutter Street, featuring interactive sponsor booths, Santa visits, ice skating, kids activities, and performances by local community groups.

Christmas Magic Promenade!

SEASONAL ATTENDANCE 100,000+
Thanksgiving through New Years
Friday & Saturday evenings from 5-8pm

Historic Folsom DECKS THE HALLS with Christmas Magic. All of Historic Sutter Street is covered in twinkling lights, a vision to be seen. The street transforms into a magical Christmas scene with pop up carolers and even occasional snow fall. Visitors from near and far come to the district to enjoy a little bit of Christmas joy to celebrate with family and friends.

Santa Cottage Plaza on Fridays and Saturdays from December 5-20.

Christmas Magic Promenade banner up the month of December

Benefits of Sponsorship

Prominent Brand Exposure
Logo on posters, postcards, website, and event signage.

Direct Community Reach Connect with 10,000+ attendees in one festive day plus seasonal attendance of 100,000+

Season-Long Visibility
Onsite signage and social media promotion all December.

HOLIDAYS IN THE DISTRICT | HISTORICFOLSOM.ORG

FOLSOM HISTORIC DISTRICT

❄ PRESENTING $6,000
Added bonus: Ice Rink Signage Included
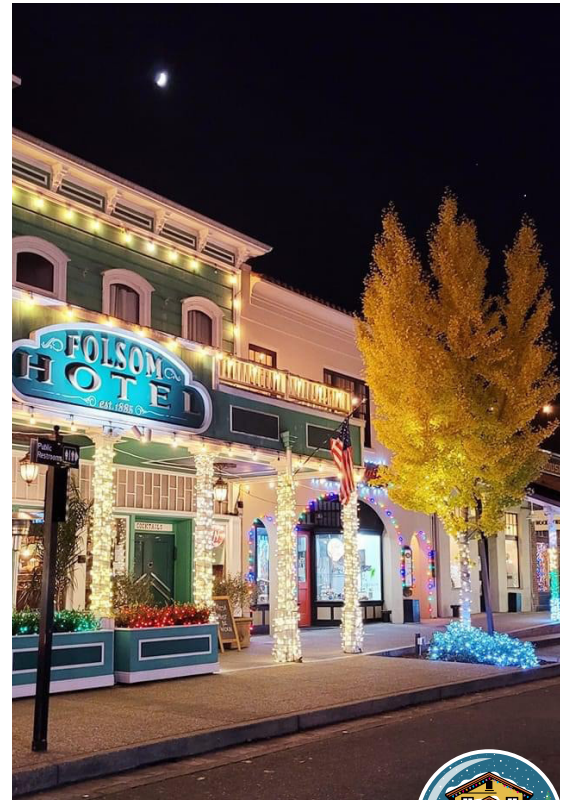
▶ **"Presented by" co-branded logo** for all "Holidays in the District" events

▶ Most prominent name and **co-branded logo** placement on all printed materials related to events

▶ Verbal recognition as the **Holidays in Historic Folsom Presenting Sponsor** during the Community Christmas Tree Lighting December 5th

▶ **10'x20' Booth** space at the **Community Christmas Tree Lighting** December 5th

▶ **3'x9' Logo banner**, placed in prominent location at the **ICE RINK**. Signage remains for the duration of the ice rink season.

▶ **Co-branded logo** placement in all electronic communications, event notifications, newsletters

▶ **Co-branded logo** displayed on **Christmas Magic Promenade** event banner listing you as presenting sponsor

▶ **Co-branded logo** placement on **Community Christmas Tree Lighting** printed marketing collateral
  • Postcards and posters event

▶ **Co-branded logo** placement on HistoricFolsom.org "Holidays in the District" event webpage with link to your website

▶ Social Media: Facebook and Instagram
  • Incorporation of your logo in Historic District profile - month of December
  • Promotional posts identifying you as the "Presenting Sponsor"

▶ Special **VIP experience for (6)** on the evening of **Community Christmas Tree Lighting**

❄ GOLD $3,200
Added bonus: Ice Rink Signage included

▶ Recognition during the **Community Christmas Tree Lighting** on December 5th as event gold sponsor

▶ **3'x3' Logo banner** at the **ICE RINK**. Signage remains for the duration of the ice rink season.

▶ **10x20' Booth** space at the Community Christmas Tree Lighting on December 5th

▶ **Logo** included in electronic event notification newsletters

▶ **Logo** displayed on **Christmas Magic Promenade** event banner

▶ **Premium logo** placement on **Community Christmas Tree Lighting** printed marketing collateral
  • Postcards and posters

▶ **Logo** placement on HistoricFolsom.org "Holidays in Historic Folsom" event webpage with link to your website

▶ Social Media: Facebook and Instagram
  • Dedicated post identifying you as a "Gold sponsor"

▶ Special **VIP experience for (4)** on the evening of **Community Christmas Tree Lighting**

❄ SILVER $1,600

▶ **10x10** Booth space at the **Community Christmas Tree Lighting** on December 5th

▶ **Logo** on **Christmas Magic Promenade** banner

▶ **Logo** placement on Community Christmas Tree Lighting printed marketing collateral

   • Postcards and posters

▶ **Logo** with website link on HistoricFolsom.org "Holidays in Historic Folsom" event webpage

▶ Special **VIP experience for (2)** on the evening of **Community Christmas Tree Lighting**

❄ BRONZE $600

▶ **10x10** Booth space at the **Community Christmas Tree Lighting** event on December 5th

▶ Company name on **Christmas Magic Promenade banner**

▶ Company logo with website link on HistoricFolsom.org "Holidays in Historic Folsom" event webpage

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FOLSOM
HISTORIC DISTRICT

Email completed form to Gloria Cunnigham: gloria@historicfolsom.org | 916.985.7452

Full Name:_____

Email:_____ Phone:_____

Company Name:_____

Mailing Address:_____

Website:_____ Social Handles:_____

CHOOSE FROM THE FOLLOWING PACKAGES:

_____ Presenting: $6,000   _____ Silver: $1,600

_____ Gold: $3,200   _____ Bronze: $600   _____ Christmas Magic Promenade: $350

PAYMENT INFORMATION:

Total Amount: _____ Date: _____

☐ I will be mailing a check to FHDA (address below). Check #_____

☐ Please invoice me. Email address:_____

_____ (initial) When returning your signed agreement email your logo in a scalable high-resolution vector format (AI, EPS, or PDF) to ensure the best quality for print and digital use.

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Signature to authorize charge:_____

Check payable to: Folsom Historic District Association (501©)6 Non-Profit
Mail check to: FHDA P.O. Box 515, Folsom, CA 95763
Drop-off in person: 200 Wool Street, Suite 103, Folsom, CA 95630

By signing this document, you agree to pay the amount of the selected sponsorship package chosen above. No refunds for sponsorships due to cancellation of event, rain out or circumstance not allowing the event to take place. All sponsorships are non-refundable. Full payment must be received no later than 30 days prior to event start date unless otherwise agreed upon by sponsorship representative of the FHDA.