



Holidays in Historic Folsom
2026 Sponsorship Opportunities
One Sponsorship, Two Signature Holiday Events

Community Christmas Tree Lighting

SINGLE DAY ATTENDANCE 10,000+

December 4, 2026 • 6pm-9pm

Experience the Magic of the Season

Join us as we illuminate the Community Christmas Tree in the heart of the Folsom Ice Rink Plaza and officially welcome the holiday season! This beloved annual tradition brings thousands together for an unforgettable evening filled with dazzling lights, live entertainment, festive sponsor experiences, ice skating, family activities and holiday magic stretching from the Plaza throughout Historic Sutter Street. Before the tree is lit, Santa makes his grand arrival down Historic Sutter Street in a spectacular holiday procession, building the excitement as he makes his way to the Plaza for the official tree lighting.



Benefits of Sponsorship

On site signage and social media promotion all December

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

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 season long, the District sparkles with twinkling lights, festive décor, carolers, and magical snowfall. It's a place where memories are made as families gather to shop, dine, skate, and come together in one of the region's most beloved holiday destinations. Santa's Cottage adds to the excitement with a full calendar of activities from Thanksgiving through December 23, creating more reasons for families to return throughout the season.

Christmas Magic Promenade Banner displayed entire month of December

HOLIDAYS IN THE DISTRICT | HISTORICFOLSOM.ORG





PRESENTING \$6,000

"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 4th.

10'x20' Booth space at the **Community Christmas Tree Lighting** December 4th

3'x9' Logo banner placed in prominent location for one week before Tree Lighting ceremony

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

Media

- Promotional posts identifying you as the "Presenting Sponsor" on Historic District's social media accounts with over 20,000 followers.

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



GOLD \$3,200

Recognition during the **Community Christmas Tree Lighting** on December 4th as event Gold Sponsor

3'x3' **Logo banner** placed in prominent location one week before Tree Lighting ceremony.

10x20' Booth space at the Community Christmas Tree Lighting on December 4th

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

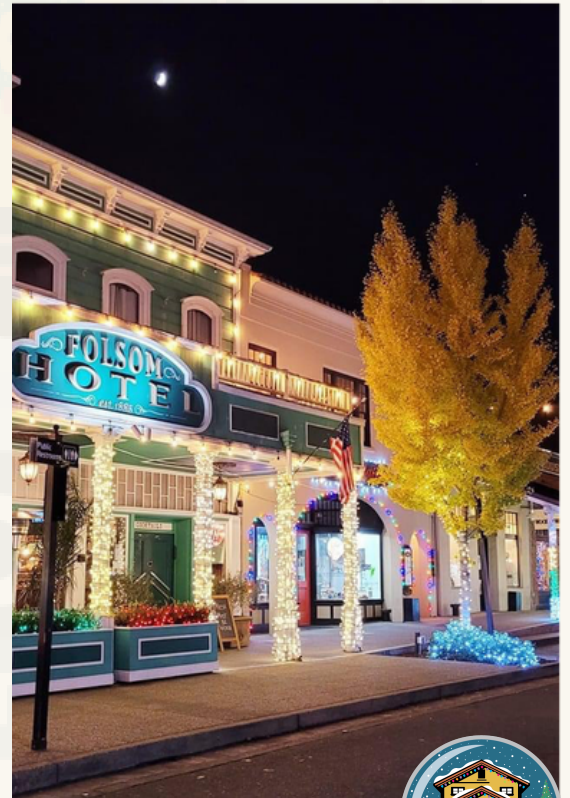
- Postcards and posters

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 4th

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 4th

Company name on **Christmas Magic Promenade** banner

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

One Sponsorship, Two Signature Holiday Events
Sponsor Deadline: October 23, 2026

To ensure maximum marketing benefits in all scheduled advertising campaigns.

HISTORIC DISTRICT



2026 REGISTRATION

Email completed form to Gloria Cunningham: 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

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.

Sponsor Deadline: October 23, 2026 to ensure maximum marketing benefits in all scheduled advertising campaigns.

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.

