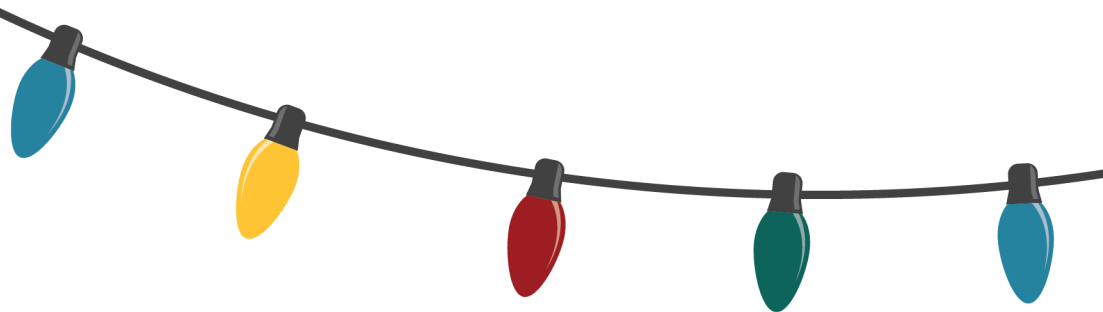




Sponsorship Opportunities 2026





Sponsorship Opportunities

Mailer Sponsor

\$600 | 8 Sponsorships

The Crow River Christmas mailer goes out to 3,000 homes in the Rockford/Greenfield area. This mailer is key to getting the word out about this great event. Many people remark that it's a highlight of the year and they love getting the mailer to plan out their day!

For your sponsorship you will have an ad placed on the front of the mailer, an individual sign featuring your business name/logo on our big sponsor tree, located by the stage. Several mentions of your sponsorship during Lite Up the Park festivities, and mention as sponsors on Facebook posts.

Food Sponsor

\$500 | Up to 10 Sponsorships

All that is bright and sparkly for Crow River Christmas. Your sponsorship will help keep the lights sparkling and the fires burning for Christmas in the Park. This sponsorship funds the food that River-Works sells at nothing over \$3, and free goodie bags for the kids.

For your sponsorship you will be mentioned on a banner in the park during the event, an individual sign featuring your business name/logo on our big sponsor tree, located by the stage. Additionally, your sponsorship will be acknowledged multiple times throughout the Lite Up the Park festivities.



Sound and Stage Sponsor

\$400 | Up to 8 Sponsorships

Since its inception in 2011, this event has expanded from 150 attendees at the first gathering to an impressive 2,000 people enjoying the trees and fireworks at our latest celebration! To accommodate this growth, we've enhanced the evening with improved communication and support for the larger crowd. Our newest addition includes a dedicated stage area, with lighting and a sound system.

As a sponsor, your business will be prominently featured on a banner on the stage, and you'll receive an individual sign displaying your name/logo on our large sponsor tree near the stage. Additionally, your sponsorship will be acknowledged multiple times throughout the Lite Up the Park festivities.

Gazebo Sponsor

\$300 | Up to 4 Sponsorships

Help us light up the gazebo and make even more room for the Crow River Christmas celebration! Your sponsorship helps provide lighting for the gazebo at the park, creating additional space for food and drinks while adding to the warm, festive atmosphere of the evening.



As a sponsor, your business will be featured on signage in the park during the event, along with an individual sign displaying your business name/logo on our large sponsor tree near the stage. Additionally, your sponsorship will be acknowledged throughout the Lite Up the Park festivities.

Questions?

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