



September 3, 2021

The City of Friendswood and the Keep Friendswood Beautiful Board are soliciting donations for **13th Annual Santa in the Park** Christmas Celebration and the new **Home for the Holidays Lighted Christmas Trail**. This year the event will offer heart-pounding entertainment, photos with Santa, music, face painting, petting zoo, 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 this year, the trail will open Thanksgiving weekend and will remain on thru the end of the year. The light trail consist of 100,000 lights, holiday characters, letters to Santa and a Christmas fairy hunt. The 13<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.

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

Rudolph Sponsors will have their companies name displayed on a 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 2020.

**Rudolph Sponsor/Lighted Tunnels-\$1000**

Rudolph Sponsors will have their companies name/logo displayed on one of the lighted tunnels (2) 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 2020 and is the best photo opportunity in the park during the holidays.

**Blizzard sponsor/Snow flurries/machine-\$1,000**

Blizzard sponsor will have their companies name/logo displayed near the snow machine at the lighted tunnels. Snow will be blasted at one of the lighted tunnels (2) along the lighted trail in Stevenson Park during events at the park during the weekend while the trail is lit and during Santa in the 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 2020 and is the best photo opportunity in the park during the holidays.

**Gingerbread Sponsor/Name recognition for Lighted Trail Small Display - \$1,000**

Rudolph Sponsors will have their companies name displayed on a display for the lighted trail. Free booth space to display products or services at the Santa in the Park event. Sponsors will also be

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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 2020.

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

Jingle Bell Rock Sponsors will be given signage/banner and recognition. Free booth space to display products or services at the event. Jingle Bell Rock 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. 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 the day of the event. Free booth space to display products or services at the event. Event Shirt Sponsors will also be given recognition thru advertising with local Media, social media and many other media outlets.

**Petting Zoo Sponsor - \$1000.00**

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.

**Santa Letter Sponsor-\$1000.00**

Santa letter sponsor logo will be prominently displayed on the Santa mailbox that is displayed in front of the 20 ft. Christmas tree in the park. Free booth space to display products or services at the event. 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. We received over 1,000 letters from children around the Houston area, each child received a letter back from Santa before Christmas.

**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.

**Elf Sponsors - \$500.00**

Elf Sponsors signage will be easel type signs. Elf Sponsors will be given recognition on signage at event and on social media.

**Candy Cane Sponsors - \$250.00**

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

**Snow Flake Sponsor - \$100.00**

Snow Flake Sponsor will be noted on flyer.

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

Keep Friendswood Beautiful is 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 November 1st.**

Sincerely,

A handwritten signature in cursive script that reads "Kim Ramirez".

Kimberly Ramirez  
Assistant to Director of Parks & Recreation  
Event Coordinator  
Keep Friendswood Beautiful Coordinator  
City of Friendswood  
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