



JOLIET CITY CENTER PARTNERSHIP

LIGHT UP THE *Holidays*



FRIDAY
NOVEMBER 27TH

PARADE
STARTS AT
5:30P.M.

2026 SPONSORSHIP OPPORTUNITIES

Light Up the Holidays is one of downtown Joliet's signature annual celebrations, bringing families, residents and visitors together for a full day of holiday activities, live entertainment, the parade and tree lighting. Your sponsorship helps support the continued growth of this community celebration while putting your organization in front of thousands of attendees throughout the event and holiday season.

PRESENTED BY



FIRST SECURE
COMMUNITY BANK OF
JOLIET
We're not just your bank, we're your neighbor

**\$10,000
SOLD**

PRESENTING SPONSOR

Our premier sponsorship opportunity

- Premier logo placement on all event marketing materials and print advertising
- **Professional Sponsor Spotlight Video**
- Additional dedicated social media features throughout the holiday season
- Recognition in press releases and media coverage
- Radio mentions and interview opportunities
- On-site TV and digital media opportunities
- Featured placement on the event website
- Dedicated social media campaign and sponsor spotlight features
- **Grand Marshal selection**
- Company banner in a premier parade location
- On-stage recognition throughout the event
- **Professional parade float included**
- Prime parade placement for sponsor float (float included)
- Recognition during the official tree lighting



\$7,500

HOLIDAY CHEER SPONSOR

*Prominent visibility throughout
Light Up the Holidays*

- Prominent logo placement on event marketing materials
- Recognition in press releases and media promotions
- Radio mention opportunities
- Logo placement on the event website
- Social media recognition
- **Professional Holiday Sponsor Spotlight Video**
- Additional sponsor-focused social media content
- On-stage recognition during the event
- Recognition during the official tree lighting
- **Professional parade float included**
- Prime parade placement for sponsor float
- Promotional opportunity at the event
- Professional photo/video content featuring sponsor participation



SPONSORSHIP LEVELS



\$7,500

NORTH POLE PARK SPONSOR

Make your organization part of the heart of the holiday celebration

- “North Pole Park Presented By” recognition
- Prominent signage throughout North Pole Park
- Recognition in promotional materials, advertising and press releases
- Recognition on the City Center Partnership website and social media
- Recognition in newsletters
- **Professional Holiday Sponsor Spotlight Video**
- Additional social media features highlighting North Pole Park and the sponsor
- Dedicated promotional space within North Pole Park
- Recognition throughout the North Pole Park experience
- Recognition during the official tree lighting
- Premier parade placement



\$5,000

CARRIAGE RIDES SPONSOR

Put your brand directly into a memorable holiday experience

- Sign recognition in the carriage ride waiting area
- Recognition on event flyers and in press releases
- Website and social media recognition
- **Professional Holiday Sponsor Spotlight Video**
- Additional social media content featuring the carriage ride experience
- Choice of: **Promotional booth space in North Pole Park, OR Banner placement on all three carriages**
- Sponsor recognition associated with the carriage ride experience
- Recognition during the official tree lighting
- **Parade entry included with priority parade placement**



\$3,500

FIREWORKS SPONSOR

Own one of the evening's signature moments

- “Fireworks Presented By” recognition
- Recognition on event marketing materials
- Recognition in press releases
- Website and social media recognition
- **Professional Sponsor Spotlight Video**
- Additional social media recognition leading up to and following the fireworks presentation
- Optional promotional space in North Pole Park
- Sponsor recognition associated with the fireworks presentation
- Recognition during the official tree lighting
- **Parade entry included with priority parade placement**

SPONSORSHIP LEVELS



\$3,500

LIVE ENTERTAINMENT & STAGE SPONSOR

Put your organization front and center for live holiday entertainment

- “Live Entertainment Presented By” recognition
- Logo placement on stage signage
- Recognition on event marketing materials
- Website and social media recognition
- **Professional Sponsor Spotlight Video**
- Additional social media content featuring the sponsor and entertainment experience
- **On-stage sponsor recognition throughout the entertainment program**
- Opportunity for a company representative to be recognized from the stage
- Promotional opportunity at the event
- Recognition during the official tree lighting
- **Parade entry included with priority parade placement**

**\$2,000
SOLD**

SANTA'S FLOAT SPONSOR



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- Company banner prominently displayed on Santa's Float
- **Professional Sponsor Spotlight Video**
- Sponsor recognition on Light Up the Holidays social media
- Additional social media features highlighting Santa's Float
- Sponsor recognition on the Light Up the Holidays website
- Recognition during the official tree lighting
- Sponsor recognition during the parade

\$2,500

ICELESS SKATING SPONSOR

Support one of the event's featured family activities

- Sign recognition near the iceless skating rink
- Website and social media recognition
- **Professional Sponsor Spotlight Video**
- Additional social media content featuring the skating experience
- Promotional booth space in North Pole Park
- Sponsor recognition associated with the skating experience
- Recognition during the official tree lighting
- **Parade entry included with priority parade placement**



\$2,500

SANTA'S PHOTO EXPERIENCE SPONSOR

Help create one of the most memorable holiday experiences for families

- “Santa's Workshop & Photo Experience Presented By” recognition
- Signage near the Santa photo area
- Website and social media recognition
- Logo placement on select event materials
- Recognition during the official tree lighting
- Opportunity to provide branded promotional materials at the Santa experience
- **Parade entry included with priority parade placement**



SPONSORSHIP LEVELS



\$500

ICE SCULPTURE DEMONSTRATION SPONSOR

Support a unique holiday attraction

- Sign recognition near the ice sculpture demonstration
- Website and social media recognition
- Choice of promotional booth space or additional event signage
- Recognition as a Light Up the Holidays sponsor
- **Parade entry included**

\$500

KIDS POLAR EXPRESS TRAIN SPONSOR

Bring the magic of the Polar Express to Downtown Joliet

- **"Polar Express Train Presented By"** recognition
- Sponsor name/logo displayed on or near the train
- Recognition on Light Up the Holidays social media
- Recognition on the Light Up the Holidays website
- Sponsor recognition during the event
- Opportunity to provide a small promotional item or flyer to train riders
- **Parade entry included**

SOCIAL MEDIA & VIDEO SPONSOR BENEFITS

TURNING SPONSORSHIP INTO CONTENT

*For sponsorships above **\$1,000**, CCP will provide a **Professional Sponsor Spotlight Video** as part of the sponsorship package.*

- These short-form videos can be used across Light Up the Holidays social media channels and may feature:
- Sponsor business and team
- Sponsor logo and branding
- Sponsor representative or spokesperson
- Connection between the sponsor and their sponsored attraction
- Event preparation and behind-the-scenes content
- Parade participation
- On-site event content
- Holiday-themed sponsor messaging
- Additional social media opportunities may include sponsor tags, photos, parade content, event-day features, recognition posts and other digital content throughout the holiday season.