

A VERY MERRY Berthoud

SPONSORSHIP OPPORTUNITIES



A COMMUNITY-WIDE CELEBRATION OF THE SEASON | DEC 5, 2026



A VERY MERRY BERTHOUD PRESENTED BY:

**PRESENTING
SPONSOR**
(1 AVAILABLE)
\$10,000

- Largest logo across all marketing: print, web, social, activity map
- First Parade Float behind Flags and Santa
- Verbal recognition at the Tree Lighting
- Inclusion in official press release
- Complimentary premium booth space
- First right of refusal for 2027 sponsorship



**MAIN STREET
SPONSOR**
(4 AVAILABLE)
\$2,500

- Logo across all marketing: print, web, social, activity map
- Verbal recognition at the Tree Lighting
- Complimentary priority booth space



**DOWNTOWN
SPONSOR**
\$1,000

- Logo on website and event poster
- Social media recognition
- Complimentary booth space



**COMMUNITY
SPONSOR**
\$500

- Logo on website
- Social media recognition

ACTIVITY SPONSORS



TREE LIGHTING SPONSOR

\$3,000 (1 available)

- Signage/Recognition at Tree Lighting Ceremony
- Includes Downtown Level Sponsor Benefits



SANTA VISIT SPONSOR

\$1,500 (1 available)

- Signage at Santa Station
- Includes Downtown Level Sponsor Benefits



WAGON RIDE SPONSOR

\$1,250 (3 available)

- Signage on wagon
- Includes Downtown Level Sponsor Benefits



S'MORES SPONSOR

\$500 (1 available)

- Logo on website
- Social media recognition



Support local. Celebrate together. Be part of the magic!

Questions or ready to sponsor?

email hello@berthoudmainstreet.org