



PRESENTED BY CHRISTMAS DECOR VIRGINIA

**POWHATAN**  
**Festival of Lights**  
*and* **HOLIDAY VILLAGE**

**NOVEMBER 22ND, 2024 TO JANUARY 5TH, 2025**  
 WEEKENDS ONLY  
 4042 ANDERSON HIGHWAY, POWHATAN, VA 23139

[WWW.CHRISTMASDECORVIRGINIA.COM](http://WWW.CHRISTMASDECORVIRGINIA.COM)

**SANTA ❄️ CHRISTMAS WALK THRU ❄️ ICE SKATING**

**2024 Sponsorship Opportunities**

We are excited to announce the 1st Annual Powhatan Festival of Lights and Holiday Village, opening on November 22, 2024, at 4042 Anderson Hwy, Powhatan, VA 23139. Join us for a dazzling display of spectacular illuminated displays and beautifully lit trees, enchanting visitors every weekend from November 22nd through January 5th.

The Powhatan Festival of Lights and Holiday Village is a production of Christmas Décor of Virginia in partnership with Powhatan Fairgrounds, a 501(c)(3) nonprofit organization. The Festival is made possible through the generous support of our sponsors.

As a sponsor for the 2024 season, you will receive exclusive benefits throughout the event, including complimentary tickets, marketing promotions, and your company banner displayed on-site for thousands of visitors to see!

This year, we are excited to give away 250 turkeys as part of our community outreach efforts. Additionally, guests who bring a new packaged toy to donate to Powhatan Christmas Mother will receive a hot chocolate voucher, promoting the spirit of giving during this festive season.

Proceeds from sponsorships and ticket sales directly support local 501(c)(3) charities in our community.

Thank you for your support! For more information, please email [christmasdecorva@gmail.com](mailto:christmasdecorva@gmail.com).



## **Sponsorship Levels:**

### **Winter Star Sponsor - \$10,000**

- Corporate banners displayed on-site
- Logo featured in print and digital ads, radio & TV commercials, and on the Festival website
- Company name recognized multiple times throughout the season
- Opportunity to provide coupons (supplied by the Sponsor) available via QR code on the festival website
- Weekly Facebook posts featuring your sponsorship
- Twenty (20) complimentary tickets
- Opportunity to have a booth at the event

### **Snowflake Sponsor - \$5,000**

- Corporate banners displayed on-site
- Logo included in print and digital ads, radio commercials, and on the Festival website
- Company name recognized multiple times throughout the season
- Three (3) stand-alone Facebook posts and two (2) Facebook mentions
- Ten (10) complimentary tickets to the event
- Opportunity to have a booth at the event

### **Candy Cane Sponsor - \$3,000**

- Company banner displayed on-site
- Logo featured in digital ads and on the Festival website
- Radio commercials for two (2) weeks and two (2) Facebook mentions
- Five (5) complimentary tickets
- Opportunity to have a booth at the event

### **Gingerbread Sponsor - \$1,500**

- Corporate banner displayed on-site and logo on the Festival website
- Radio commercial for one (1) week
- Two (2) Facebook mentions
- Three (3) complimentary tickets to the event
- Opportunity to have a booth at the event

### **Gumdrop Sponsor - \$500**

- Company banner displayed on-site and logo on the Festival website
- One (1) Facebook mention
- Two (2) complimentary tickets to the event
- Opportunity to have a booth at the event

Deadline November 1st. 2024.