

October 1, 2025
2025 Hometown Holiday



Dear Chamber members,

New Prague's Hometown Holiday is a community shop local campaign designed to keep spending local during the holiday season. We also host various community activities to help bring people from all over to enjoy our shops, restaurants, café's, and more!

We are asking you to consider a sponsorship to help with expenses required to organize the events hosted by the Chamber during New Prague's Hometown Holiday, including our holiday parade and celebration set to take place on **Friday, Dec. 5th**. There are various promotional opportunities available at different levels. Please take a moment to review the information enclosed with this letter and consider sponsoring. Please know that any amount helps while we continue to improve and look for creative ways to encourage shopping locally in our community.

Here's what's happening this holiday season in New Prague:

- November 19: Punch cards distributed to participating businesses
- November 29: Small Business Saturday / Crazy Days!
- December 5: Santa, Parade of Lights, Tree Lighting, Fireworks in the Park, and our NEW Tree Decorating Contest & Judging
- November 19 – December 24: Punch Card Promotion
- November 24 – December 19: Elf on the Shelf Promotion
- December 19: Holiday Biz/Home Decorating Contest Judging

Please feel free to contact me by phone at 952-758-4360 or by email at bsticha@newprague.com with any questions. Please return your commitment form and payment no later than **November 5th, 2025**.

Thanks in advance for your consideration!

Sincerely,

Brooke Sticha
Executive Director

Hometown Holiday Sponsorship Levels



____ Christmas Tree Decorating Contest Sponsor - \$500 (1 available)

- Exclusive naming rights for all contest promotion before and after the event
- Business name/logo on Chamber website and all related email marketing
- Promotion on KCHK Radio
- Social media spotlight before and after the contest
- Opportunity to have representatives on-site during the event (optional)
- Reserved placement at the front of the parade on Dec. 5th (if participating)

____ Small Business Saturday / Crazy Days Event Sponsor - \$400 (1 available)

- Exclusive rights to event promotion before and after the event
- Business name/logo on Chamber website and event-specific email marketing
- Promotion on KCHK Radio
- Social media spotlight before and after the event
- Reserved placement at the front of the parade on Dec. 5th (if participating)

____ Gold Star Holiday Event Sponsor (for Dec. 5th event in Memorial Park & Parade) - \$300 (Unlimited)

- Business name/logo on Chamber website and all event email marketing
- Promotion on KCHK Radio
- Social media recognition leading up to and following the event
- Reserved placement at the front of the parade (if participating)

____ Silver Bell Holiday Event Sponsor (for Dec. 5th event in Memorial Park & Parade) - \$150 (Unlimited)

- Promotion on KCHK Radio
- Social media recognition as a supporting sponsor
- Reserved placement at the front of the parade (if participating)

Commitment Form

Due Nov. 5th

Business _____ Contact _____

Phone _____ E-mail _____

Thank you for your continued support of this event and of our community. We sincerely appreciate your involvement.

New Prague Chamber of Commerce

bsticha@newprague.com

952-758-4360