2026 Hometown Holiday Sponsorship Opportunities

Dear Chamber Members,

Hometown Holiday brings our community together while encouraging residents and visitors to shop, dine and celebrate right here in New Prague.

Throughout the season, the Chamber coordinates the Parade of Lights, Tree Lighting, fireworks in Memorial Park, community decorating contests, Small Business Saturday/Crazy Days and other holiday activities. These events are offered to the community at no cost, and sponsorship support helps make them possible.

We invite your business to be part of Hometown Holiday through one of the following sponsorship opportunities.

Hometown Holiday Presenting Sponsor — $1,000 (1 available)

Our premier sponsorship opportunity with recognition throughout the Hometown Holiday season.

- Premier logo recognition on Hometown Holiday event marketing
- Chamber website and email marketing recognition
- KCHK Radio recognition
- Featured social media recognition
- Recognition surrounding the Parade of Lights, Tree Lighting and fireworks
- Premier parade placement, if participating
- Recognition as Hometown Holiday Presenting Sponsor

Christmas Tree Decorating Contest Sponsor — $600 (1 available)

- Exclusive recognition as the contest sponsor
- Business name/logo on related Chamber marketing
- KCHK Radio recognition
- Social media recognition before and after the contest
- Opportunity to have representatives on-site
- Preferred parade placement, if participating

Small Business Saturday / Crazy Days Sponsor — $500 (1 available)

- Exclusive recognition as the Small Business Saturday/Crazy Days sponsor
- Business name/logo on related Chamber marketing
- KCHK Radio recognition
- Social media recognition
- Preferred parade placement, if participating

Gold Star Holiday Event Sponsor — $400 (Unlimited)
Supports the Parade of Lights, Tree Lighting, fireworks and celebration in Memorial Park.

- Business name/logo on event-related Chamber marketing
- KCHK Radio recognition
- Social media sponsor recognition
- Preferred parade placement, if participating

Silver Bell Holiday Event Sponsor — $200 (Unlimited)
Supports the Parade of Lights, Tree Lighting, fireworks and celebration in Memorial Park.

- KCHK Radio recognition
- Social media sponsor recognition
- Preferred parade placement, if participating

Thank You for Supporting Hometown Holiday!

Sponsorship dollars help offset the costs of producing the free community events and activities that make Hometown Holiday possible while helping us continue to create reasons for residents and visitors to spend time in New Prague during the holiday season.

Sponsorship commitments are due November 5.

Please contact the New Prague Chamber of Commerce with any questions. Thank you for considering an investment in Hometown Holiday!

Sincerely,

Brooke Sticha
Executive Director
New Prague Chamber of Commerce