

College Park MAIN STREET'S

Holiday on the DRIVE

2025

Sponsorship Packet



Holiday On The Drive 2025

Sponsorship Levels

Presenting Sponsor
Santa Claus
\$10,000
limit one

- Branded letters to Santa
- Prominent logo placement on event banner above Edgewater Dr
- Logo on all marketing materials
- 2 - 10 x 10 dedicated tent spaces during event
- 1 year complimentary Post-Doctorate level CPMS membership (\$1,500 value)
- 1 Jazz Fest table that seats 10 (included in membership)
- 1 dedicated social media mention

Mrs. Claus
\$8,500

- Logo placement on event banner above Edgewater Dr
- Logo on all marketing materials
- 2 - 10 x 10 dedicated tent spaces during event
- 1 year complimentary Doctorate level CPMS membership (\$1,000 Value)
- 1 Jazz Fest table that seats 10 (included in membership)
- Mentioned in social media content covering event

Elf
\$5,000

- Logo placement on event banner above Edgewater Dr
- Logo on all marketing materials
- 1 - 10 x 10 dedicated tent space during event
- 4 Drinks Along The Drive Tickets (can only use 2 complimentary tickets per Drinks Along The Drive event)
- Mentioned in social media content covering event

Reindeer
\$2,500

- Logo on all marketing materials (excluding event banner)
- 1- 10 x 10 dedicated tent space during event
- Mentioned in social media content covering event

Snowflake
\$300

- 1- 10 x 10 dedicated tent space during event

Angel Donors - contribute any amount anonymously without expectation of benefit

About the Event

Holiday on the Drive is one of College Park's most beloved traditions, bringing neighbors, families, and local businesses together to celebrate the season. This annual give-back event is designed to spread holiday cheer while strengthening community connections. With festive entertainment, visits with Santa, and plenty of family-friendly activities, it has become a hallmark of the holiday season in our neighborhood.

In 2024, the event welcomed an estimated 1,500 attendees, with more than 300 children enjoying a special visit with Santa. The celebration was supported by robust community promotion, including a banner over Edgewater Drive viewed by an average of 20,000 drivers daily, a feature in our newsletter reaching over 4,000 subscribers, and strong social media engagement across Instagram and Facebook.

Holiday on the Drive is more than just a seasonal gathering—it's a tradition that brings joy, encourages community members to give back, and highlights the businesses and partners that make our community thrive.



Holiday on the Drive Sponsorship Commitment Form

Yes! I/We would like to support Holiday on the Drive, a cherished College Park tradition that brings our community together for a festive evening of joy, giving, and celebration.

Sponsorship Levels:
(Please select one)

- ☐ Santa Claus - Presenting Sponsor – \$10,000
- ☐ Mrs. Claus – \$8,500
- ☐ Elf – \$5,000
- ☐ Reindeer – \$2,500
- ☐ Snowflake– \$300

Sponsor Information

Business/Organization Name: _____

Contact Person: _____

Title/Role: _____

Phone: _____ Email: _____

Mailing Address: _____

Payment Options

- ☐ Check enclosed (payable to College Park Main Street)
- ☐ Please send an invoice
- ☐ Pay online at: [insert payment link]

Authorization

I commit to the sponsorship level selected above and authorize the use of my business name/logo in event promotions.

Signature: _____ Date: _____

Send completed application or any questions to chelsea@yayaandlou.com