

ALTON CHRISTMAS EVENTS

Dear Community Partner,

The holiday season in Alton is one of our most cherished times of the year, and we are thrilled to invite you to be a part of it. On Tuesday, December 2nd at 6:30 p.m., we will gather at the Alton Recreation Center for our Christmas Tree Lighting Ceremony. With the glow of the Mayor's Christmas Tree, appearances by city officials, and the joyful laughter of children, the evening will welcome the season in true community spirit. It's a night filled with wonder and tradition.

Our celebrations continue with the Christmas Parade and Toy Giveaway on Saturday, December 13th. These hallmark events bring together hundreds of families, shining a spotlight on the businesses and organizations that help make Alton thrive. By sponsoring, you're not only ensuring magical moments for local children and families—you're also putting your business in front of the community in a meaningful, memorable way.

Whether you choose to sponsor at the Title, Gold, Silver, or Bronze level, your support makes a powerful impact. From visibility on banners, shirts, and media to direct engagement with the community, your investment spreads holiday joy while showcasing your commitment to Alton. We invite you to review the following sponsorship opportunities and join us in creating a season to remember.

Warm regards,
Greater Alton Chamber of Commerce



TITLE SPONSOR – EXCLUSIVE (ONLY 1 AVAILABLE)

Highest visibility & exclusive benefits

- Largest logo on event shirts
- Preferred placement on event banners
- Featured on Chamber website & social media
- Preferred placement on Progress Times advertisement
- Radio spot mention
- Float/contest entry in Parade
- Display table at Tree Lighting to hand out promo items
- 5 company mentions during Parade
- 8 VIP Parade seating passes -
- Table of 8 at Christmas Breakfast with City Leaders
- Mention in press release
- May donate and be present to hand out extra toys at Toy Giveaway
- Exclusive recognition as the one and only Title Sponsor



GOLD SPONSOR

Strong visibility across all events

- Large logo on event shirts
- Logo on event banners
- Featured on Chamber website & social media
- Placement in Progress Times advertisement
- Display table at Tree Lighting to hand out promo items
- Radio spot mention
- Float/contest entry in Parade
- 3 company mentions during Parade
- 5 VIP Parade seating passes
- May donate toys for giveaway (no distribution opportunity)



SILVER SPONSOR

Steady community presence

- Medium logo on event shirts
- Logo on event banners
- Featured on Chamber website & social media
- Float/contest entry in Parade
- 3 VIP Parade seating passes
- 2 company mentions during Parade
- May donate toys for giveaway (no distribution opportunity)



BRONZE SPONSOR

Entry-level support with community visibility

- Smallest logo on event shirts
- Logo on event banners
- Sponsor listing in Chamber newsletter/website
- 1 company mention during Parade
- May donate toys for giveaway (no distribution opportunity)



SPONSOR PLEDGE FORM

***YES! I WOULD LIKE TO SUPPORT THE ALTON CHRISTMAS FESTIVITIES
THROUGH THE FOLLOWING CONTRIBUTION:***

☐ **TITLE** ☐ **GOLD** ☐ **SILVER** ☐ **BRONZE** ☐ **OTHER**
\$3,000 \$2,000 \$1,000 \$750 \$_____

Name of Sponsor/Business: _____

Contact Name: _____

Email: _____

Phone: _____

☐ Check #:_____ ☐ Cash ☐ Credit Card

Please make check payable to: **Greater Alton Chamber of Commerce**
and return to:

*Greater Alton Chamber of Commerce
c/o Alton Christmas
509 S Alton Blvd.
Alton, TX 78573*

THANK YOU FOR YOUR SUPPORT!

