

# 2026 CELEBRATION OF LIGHTS



This free event features a community sing-a-long, holiday craft activities, visit with Santa, reindeer, tree-lighting ceremony, wagon rides and more! Show your community support as Batavia heads into the magical holiday season. Sponsorships are also available for Christmas Tree Lane, a stretch of the Riverwalk path featuring trees decorated by community organization.



**CELEBRATION OF LIGHTS FESTIVAL**

Sunday, Nov. 30

2025 approx. attendance: 1,000+

## SPONSORSHIP BENEFITS

	TITLE \$2,200	PREMIER \$500	STANDARD \$250
Sponsor all trees on Christmas Tree Lane with your logo on Christmas Tree Lane signage displayed Mid-November through first week of January	✓		
Wagon ride sponsor includes banners on both side of the wagon	✓		
Inclusion as presenting sponsor on all communications for Christmas Tree Lane and Celebration of Lights	✓		
Digital ad in event specific email	✓		
A tree on Christmas Tree Lane for your company to decorate	✓	✓	
Sponsor sign or banner at event (provided by sponsor) including option to hang on hayrides	✓	✓	
Sponsor name included on sign posted at Batavia Riverwalk the month of November	✓	✓	
Logo on all promotional materials including posters, flyers, day-of materials and social media	✓	✓	✓
Logo and link on event web page on bataviaparks.org	✓	✓	✓
10' x 10' booth space, with selling rights, at event to give away promotional items	✓	✓	✓
Sponsor recognition in Park District announcements during stage entertainment	✓	✓	✓

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Yard Sign	\$150	Yard sign will be placed along the Christmas Tree Lane Trail for the season
Social Media post	\$150	Post promoting event will include company logo
Tree	\$100	Tree on Christmas Tree Lane promoting your business

## FOR MORE INFORMATION

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*Batavia Park District also benefits from in-kind donations*