



SPONSOR OUR 2026 HOLLY JOLLY HOLIDAYS

TUESDAY, DECEMBER 1, 2026 | 5-7 PM | OAKVIEW COMMUNITY CHURCH

Help create a free, magical holiday evening for Northeast Grand Rapids families while putting your business in front of hundreds of local residents and fellow community leaders.



WHY SPONSOR?

- Build visibility with local families and businesses
- Connect directly with attendees in the Vendor Village
- Support free community experiences and holiday traditions
- Receive an offer in the Shop Local Holiday Coupon Book when confirmed by October 15

NEBA MEMBERSHIP IS REQUIRED

VIP members save 25% on eligible cash sponsorships. Join before 11/15/26 and receive the rest of 2026 plus all of 2027.

FEATURED & EXCLUSIVE OPPORTUNITIES

Limited quantities. Sponsorships are secured upon payment or written approval of an in-kind agreement.



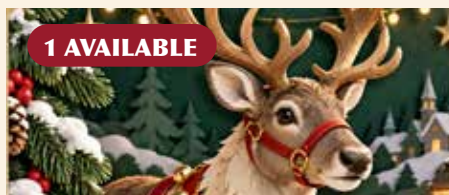
1 AVAILABLE

PRESENTING SPONSOR

\$5,000

VIP: \$3,750

Our lead event partner: top billing, largest logo placement, event-wide recognition, premium Vendor Village space and coupon-book* inclusion. Opportunity to welcome attendees during the community tree-lighting ceremony.



1 AVAILABLE

REINDEER EXPERIENCE SPONSOR

\$3,000

VIP: \$2,250

Exclusive naming rights and prominent signage at the live Reindeer Experience, plus marketing recognition, premium tent space next to the Reindeer Experience and coupon-book* inclusion.



SOLD!

PHOTOS WITH SANTA EXPERIENCE

\$2,000

VIP: \$1,500

Exclusive recognition at Santa's Village area and backdrop, plus marketing recognition, premium tent space next to Santa and coupon-book* inclusion.



SOLD!

ENTERTAINMENT STAGE SPONSOR

\$1,500

VIP: \$1,125

Exclusive stage naming, stage and schedule signage, recognition from the stage, premium tent location and coupon-book* inclusion.



SOLD!

LETTERS TO SANTA EXPERIENCE

\$750

VIP: \$562.50

Exclusive recognition at the Letters to Santa station, related signage and materials, event marketing, tent space and coupon-book* inclusion.



VENDOR VILLAGE

\$350 | VIP \$262.50

Includes one 10x10 space, website and event-list recognition, and one coupon-book* offer.

Approved in-kind activities valued at \$350 or more may qualify in place of cash.

* Qualifying sponsorships and Vendor Village participation include one coupon-book offer when confirmed and paid—or approved as in-kind—by October 15.

HOLLY JOLLY HOLIDAYS 2026

MORE WAYS TO MAKE THE MAGIC HAPPEN!



CAN'T ATTEND?

HOLIDAY COUPON BOOK PARTNER

~~\$350~~ | SPECIAL: **\$200**

Receive one approved coupon placement and coupon-book sponsor recognition without staffing an event tent.*

*Current NEBA Membership required; Basic NEBA Membership is \$150 and valid through 12/31/27.

OTHER WAYS TO SUPPORT

We welcome donations of all kinds, including financial contributions and in-kind donations of goods and services.

Contact us at info@nebagr.com to make arrangement and pledge your support for this beloved community tradition!



Put Your Business in the Book!

The Holly Jolly Holidays **Shop Local Coupon Book** will encourage families to visit and support the local businesses that invest in our community. Books will be distributed before Black Friday at participating businesses and community locations, and again during Holly Jolly Holidays!

- Submit one compelling, easy-to-understand offer created especially for local shoppers.
- Offers should provide a meaningful value, such as a discount, complimentary item, or purchase incentive.
- Final logo files and offer details must be submitted by October 15 to guarantee inclusion.

Coupon-book inclusion is included with qualifying event sponsorships and Vendor Village participation confirmed by the deadline! NEBA membership is required.

IMPORTANT DATES

OCTOBER 15, 2026

Commit and submit payment by October 15 to reserve coupon-book inclusion. Final offer details and logo files are due October 23.

NOVEMBER 13, 2026

Final deadline for event participation, tents, activities, signage and recognition. Donations accepted until November 30.



READY TO PARTICIPATE?

Scan the code or visit the website to review current availability and complete the sponsor and vendor form. Fixed-price opportunities may be purchased online. Vendor Village in-kind proposals require advance approval. Email us at info@nebagr.com for more information or to join our Planning Committee!

**VIEW OPPORTUNITIES
AND APPLY**

[NEBAGR.COM/HOLLY-JOLLY-HOLIDAY](https://nebagr.com/holly-jolly-holiday)

Questions? Email us at info@nebagr.com

