

Annual Downtown Novato Holiday Tree Lighting Festival



Saturday, December 7th, 2024 ~ 4-7:30pm

About the Tree Lighting Festival

For over 60 years Novato families have enjoyed the wonderful holiday tree lighting tradition in Downtown Novato on the first weekend of December. Sherman and Grant Avenues come alive with activity, craft booths and artisan vendor booths as well as holiday food vendors from hot chocolate to baked goods. The holiday spirit floats through the air with musical and dancing performances on the stage from 4-7:30pm. The magic hits a high note as Santa and his Elves ride into town on the Novato Fire Department Ladder Truck! At 5:30pm the countdown begins and with the flip of a switch, the massive pine tree at the corner of Sherman and De Long Avenues comes to life with over 40,000 twinkling lights and the outline of City Hall sparkles with beautiful white lights. Join the hundreds of families as they enjoy children's activities, Santa's Village and so much more.

Sponsorship Opportunities

We are confident your sponsorship of the Novato Holiday Tree Lighting Festival will not only be an effective promotion and marketing strategy for your company but will bring the feeling of good will during this season of giving.

Booth Activity Sponsor: \$375 (\$500 - *If you would like a second canopy for your activity.*)

Sponsorship includes a 10x10 vendor tent to promote your business while offering a staffed activity for families to enjoy and you will receive acknowledgement from the stage throughout the evening.

Booth Sponsor: \$375 - (\$500 - *If you would like a second canopy for your activity.*)

Don't have an activity or staff to man a booth – but you still want to participate? This sponsorship includes a 10x10 vendor tent for an area non-profit to use at the festival. You can promote both your business and the non-profit while they offer a staffed activity for families to enjoy. You will both receive acknowledgement from the stage throughout the evening.

Silver Sponsor: \$750

Your logo will appear on all posters, marketing and advertising materials. Sponsorship includes a 10x10 vendor tent to promote your business while offering a staffed activity for families to enjoy and you will receive acknowledgement from the stage throughout the evening.

Gold Sponsor: \$1,500

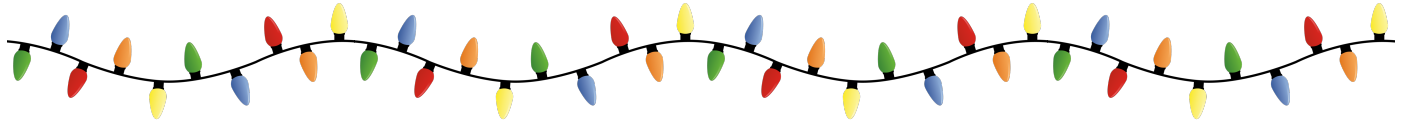
Your logo will appear on all posters, marketing and advertising materials. Sponsorship includes a 10x10 vendor tent to promote your business while offering a staffed activity for families to enjoy and you will receive acknowledgement from the stage throughout the evening. Let us know if you have other areas you would like recognition.

Stage Sponsor: \$2,500

Your logo will appear on all posters, marketing and advertising materials. A large banner with your logo will be placed at the stage. Sponsorship includes a 10x10 vendor tent to promote your business while offering a staffed activity for families to enjoy and you will receive acknowledgement from the stage throughout the evening. Let us know if you have other areas you would like recognition.

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SPONSORSHIP FORM

(Please fill out and return with your check)

Company Name: _____

Contact Name: _____

Non-Profit Name *(if applicable)*: _____

Phone: _____

Email: _____

Sponsorship Level: _____

Sponsorship \$ Amount: _____

Pay Online: [DowntownNovato.com/PayNow](https://downtownnovato.com/PayNow)

Email Completed Form: Info@DowntownNovato.com

OR

Make check payable to: Downtown Novato Business Association or DNBA

Mail check and application to:

DNBA
P.O. Box 312
Novato, CA 94948

Tree Lighting Committee Solicitor _____

Committee Contact _____