Home for the Holidays

CHRISTMASTIME IN SOUTHLAKE

Sponsorship Opportunities

November 21, 2026
4:30 - 8:30 PM
Southlake Town Square

SOUTHLAKEHOMEFORTHEHOLIDAYS.COM

lkimberly@ci.southlake.tx.us

817-748-8919



SOUTHLAKEHOMEFORTHEHOLIDAYS.COM



Why *Sponsor?*

10,000 anticipated attendees

Connect your business with families celebrating the start of the holiday season in Southlake.

A free community celebration

Tree lighting, photos with Santa, children's activities, live holiday entertainment, and fireworks.

Visibility in Southlake Town Square

An established shopping and dining destination, with sponsorship options for event participation and promotional recognition.



Premier Sponsorships

Winter Wonderland Sponsor

Exclusive | One Available

$5,500

- Exclusive Snow Hill and Kids Corner sponsorship
- Recognition in paid and promotional advertising and the MySouthlakeNews.com event press release
- Town Square digital kiosk advertisement for one month before the event, plus event-day kiosk logo placement
- 10’ × 10’ event space with tent, two tables, and two chairs
- Verbal recognition throughout the event

Presenting Sponsor

Exclusive | NO LONGER AVAILABLE

$9,000

- Exclusive presenting sponsorship and category/product presence
- Recognition in City and Select Southlake newsletters and the MySouthlakeNews.com event press release
- Logo in social media posts, sponsor tagging on Visit Southlake Facebook and Instagram, and City Facebook event promotion
- Town Square digital kiosk advertisement for one month before the event, plus event-day kiosk logo placement
- First choice of a premium 10′ × 20′ event space, with tent, four tables, and six chairs
- Opportunity for a company spokesperson to welcome attendees from the main stage
- Logo on main stage signage and event information kiosks, plus verbal recognition
- Five commemorative ornaments
- Exclusive negotiation period for the following year’s title sponsorship*

Additional *Sponsorships*

Holiday Cheer Sponsor

Exclusive | One Available

$4,000

- Exclusive event T-shirt sponsorship
- Logo on Town Square digital kiosks during the event
- 10’ x 10’ event space with tent, two tables, and two chairs
- Verbal recognition throughout the event
- Five complimentary event T-shirts



Candy Cane Lane Video Sponsor

Exclusive | One Available

$2,000

- Logo in the event promotional video released before the event
- Promotional video shared on City of Southlake social media
- Logo on event information kiosks

Contributing Elf Sponsor

Multiple Available

$1,000

- Recognition in the MySouthlakeNews.com event press release
- 10’ x 10’ event space with tent, two tables, and two chairs
- Logo on event information kiosks

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BECOME A SPONSOR

Lauren Kimberly

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