










# SPONSORSHIP OPPORTUNITIES

Frederick County Parks & Recreation Department (FCPRD) has many opportunities to connect with our community and promote your business.

## Walking in a Winter Wonderland

Discover the magic within our holiday light extravaganza, Walking in a Winter Wonderland. Elevate your business' visibility by becoming a sponsor and connecting with our dynamic community. With over 35,000 attendees in 2022, this event clearly demonstrated its immense popularity.

### 2023 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS & RECOGNITION	\$2,500 Wreath 	\$5,000 Nutcracker 	\$7,500 Rudolph 
Complimentary ticket package	150	400	600
VIP Lodge for onsite promotional opportunity or holiday gathering *Available Sunday-Thursday for 50 people	1 NIGHT	2 NIGHTS	3 NIGHTS
Acknowledgement on FCPRD website and ticketing platform			
Name/logo recognition with banner SIGNATURE LOCATIONS: Selected light displays or shelters PREMIUM LOCATIONS: VIP Lodge, Light-O-Rama, or Food Court Area	SIGNATURE LOCATION	PREMIUM LOCATION	ALL LOCATIONS
Name/logo recognition with banner at entrance			
Acknowledgement in all paid advertising (newspaper, print, radio, electronic)			
Name recognition as Co-Presenting sponsor of event			



**\$425**  
VIP Lodge  
Package

- 2 ½ hour enclosed heated tent rental – 5:00 pm – 7:30 pm
- 50 event tickets
- Early access into the event prior to the general public

**For more information or to secure your sponsorship, please contact:**

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SPONSORSHIP  
INFORMATION



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