










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 <small>*Available Sunday-Thursday for 50 people</small>	1 NIGHT	2 NIGHTS	3 NIGHTS
Acknowledgement on FCPRD website and ticketing platform			
Name/logo recognition with banner <small>SIGNATURE LOCATIONS: Selected light displays or shelters PREMIUM LOCATIONS: VIP Lodge, Light-O-Rama, or Food Court Area</small>	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**
- 2 ½ hour enclosed heated tent rental – 5:00 pm – 7:30 pm
 - VIP Lodge Package
 - 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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