










SPONSORSHIP OPPORTUNITIES

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



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 38,000 attendees in 2024, this event clearly demonstrated its immense popularity.

2025 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: Lodge, Cabin, 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			

VIP Cabin Package — \$400

- * 2 ½ hour enclosed heated cabin rental
- * 30 event tickets
- * Early access

VIP Lodge Package — \$450

- * 2 ½ hour enclosed heated shelter rental
- * 50 event tickets
- * Early access

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

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SPONSORSHIP
INFORMATION



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