



# 2024-2025

## SPONSORSHIP OPPORTUNITIES

**Prepared By The HolidayFest Board**

**For questions or to reserve your sponsorship  
email [holidayfestinfo@gmail.com](mailto:holidayfestinfo@gmail.com)**

**Our history:** HolidayFest, a 100% volunteer-run organization, has been part of Hendersonville and the cities and unincorporated areas of Sumner County since 2007. Through events and partnerships, we have contributed nearly \$4,000,000.00 to area charities.

The 2024-2025 selected charities are CASA, Christmas 4 Kids, Community Child Cares Services, Inc., COMPASS, Football for the Cure, Gallatin Shalom Zone, Habitat for Humanity, Hendersonville High School Choir, Hendersonville Senior Center, Live. Love. Nashville, Mary's Magical Place, Monthaven Art and Cultural Center, Project 22, Special Needs Sports Foundation, The Care Cabinet, The Literacy Council, The Sumner County Museum, and Wreaths Across America.

**How sponsors benefit:** Organizations that partner with HolidayFest receive many benefits such as:

- Recognition as a community-minded organization.
- Media exposure through local news highlights, newspaper reporting, lifestyle magazines and radio.
- Brand identity and familiarization through logo placement and link on the HolidayFest, the source for thousands of area residents, print ads, events posters, and signage.

**Why HolidayFest needs sponsors:** HolidayFest is a non-profit organization that exists to help other non-profits organizations in Sumner County and surrounding areas. Sponsorship allows us to provide financial and experienced guidance to selected charities in the promotion of their organization through events at the concept and execution stage of the event. HolidayFest, to list just a few logistical and management actions we take - enters contracts, reserves space, pays catering, arranges logistical, audio visual, printing, and provides event insurance requirements, and more. After conclusion of an event, proceeds are donated to the selected charity.

HolidayFest has sponsorship opportunities for event specific sponsorship or sponsorship for the entire 2024-2025 season. Please see the next page that highlights the benefit of sponsorship.



# Event Sponsorship Levels & Benefits



HolidayFest produces nearly 20 prestigious events that are available for sponsorship annually. These events consistently attract audiences composed of corporate executives, philanthropists, community leaders, celebrities and HolidayFest annual donors.

Each event offers HolidayFest sponsors excellent exposure and benefits, i.e.: branding, media placement, and access to community leaders. All benefits may be customized to suit the sponsor’s needs and the specific event. Each year, new events are added.

- **(1) PRESENTING = \$15,000 to \$20,000**
- **(1) PLATINUM = \$7500**
- **(4) GOLD = \$5,000**
- **(4) SILVER = \$2,500**
- **(6) BRONZE = \$1500**

*There is (1) Car Sponsorship Available for the Christmas Parade & Tree Lighting Ceremony.*

*Please reach out to a board member for more information about being the exclusive Car Sponsor.*

| Sponsor Benefit   | Presenting | Platinum | Gold | Silver | Bronze |
|---|------------|----------|------|--------|--------|
| Sponsor name will be part of the official event name (ie. Sponsor name presents the HolidayFest (event name)) |            |          |      |        |        |
| Sponsor name recognition in all press releases  |            |          |      |        |        |
| Prominent name/logo placement on all HolidayFest printed materials related to event.                          |            |          |      |        |        |
| Preferred Seating At Sparkle Noel   |            |          |      |        |        |
| Preferred Seating At St. Nicholas Ball  |            |          |      |        |        |
| Inclusion in HolidayFest Social Ad Campaigns  |            |          |      |        |        |
| Social media shoutouts on HolidayFest Facebook  |            |          |      |        |        |
| Logo placement with link on HolidayFest website   |            |          |      |        |        |
| Logo placement within Eventbrite Event Link   |            |          |      |        |        |



*As a Platinum, Gold, or Silver Sponsor, you get to choose between a table at Sparkle Noel OR St. Nicholas Ball. Presenting Sponsors get a table at both events.*



# 2024– 2025 Events By Month



## September – Champions of Valor (9/12)

Champions of Valor is an annual HolidayFest season kick off celebration. It is a fun-filled, heartwarming breakfast with Awards. This year we are honoring Deputies of Sumner County. Major donors, sponsors, and members of the community attend Champions of Valor. This event is always a celebration of those who make dreams come true and is unique and exciting every year.

## October– Legends of Sleepy Hollow Dinner & Story (10/7)



Don't miss this Colonial Dinner & Show with Master Storyteller, Jonathan Kruk as he enthralls the crowd with the legendary story of Sleepy Hollow, including character voices, chills, and thrills throughout! This special HolidayFest event benefits The Special Needs Foundation & Project 22.



## October – Gentlemen's Committee (10/12)

Gentlemen's Committee Poker and Celebrate Tennessee. This annual event brings together community members for an evening of fun and fundraising in support of the selected charities. Eddie Robertson, Jeffery Sasse, and Bryson McCarley are the chairs.



# 2024– 2025 Events By Month



## November: Sparkle Noel (11/8)

Sparkle Noel. Beauty, fashion, and fun are all here at this annual event. This year's event benefits Parker Strong Foundation, a resource for suicide prevention and education. This event is one of the most anticipated Sumner County, and the 250 seats are always sold out to an exceptional crowd of men and women who are prominent in Sumner County. Each year the event garners significant press coverage including Star News, Hendersonville Standard, Gallatin Examiner, Your Sumner Magazine, and others.



## November- Madrigal Dinners (11/16)

Step into a magical evening of festive elegance and old-world charm at the Madrigal Dinner! This event transports you to the Renaissance era, where guests enjoy an enchanting feast fit for royalty. Indulge in a sumptuous multi-course meal featuring traditional dishes, while being serenaded by a talented troupe of Madrigal singers from Hendersonville High School Choir. This event benefits Hendersonville Highschool Choir.

## November: Christmas Tree Elegance (11/22 & 11/23)



Christmas Tree Elegance benefits Monthaven Arts and Cultural Center. This annual event brings people from the community, dignitaries, artists, and government officials who enjoy and support the many fantastic programs Monthaven conducts each year. Donated decorated trees are auctioned at the event.

**Expected attendance: 150 people.**



# 2024– 2025 Events By Month



## November: Indian Lake Loop (11/28)

Indian Lake Loop. Benefits COMPASS. The Indian Lake LOOP has become a Thanksgiving tradition for Sumner County. This 5K Walk and Run benefits COMPASS. Every year over 1500 people gather at the Streets of Indian Lake and start the morning off at 8am. By the time the event is over, the Turkey is ready and all are off to a wonderful Thanksgiving. This has been one of the major fundraisers for COMPASS and it has grown every year. An event the entire family can enjoy.



## November: Christmas Boat Parade (11/30)

Hendersonville Boat Parade, benefits the Literacy Council of Hendersonville. This annual event is fun for the whole family. Thousands of people gather to watch the parade each year.



## December: Breakfast with Santa (12/7)

Santa Breakfast, benefiting CASA. Join Santa and his elves for photos, goodie bags, treats, and more! Each event ticket includes a full breakfast with beverage. Children of all ages enjoy the event, as do the parents and grandparents who attend.



# 2024– 2025 Events By Month



## December– St. Nicholas Ball (12/7)

This annual HolidayFest social event of the season for Sumner County will be held at the Premiere Center, Hendersonville. Prominent community members, sponsors, the King and Queen of HolidayFest, and many dignitaries attend this event that includes a VIP party, seated dinner, silent and live auction and dancing with live entertainment. This event benefits Shalom Zone.

**Expected attendance: 250 people (sold out in 2023)**



## December: Christmas Parade (12/8)

The parade is one of the signature events of HolidayFest. The Parade today has over 90 entries which include bands, horses, and antique cars. Every year we have a GRAND MARSHALL, the King and Queen of HolidayFest along with their court of Lords and Ladies. Judges are celebrities and local business people, including Scott Couch and Holly Thompson.

**This year's theme is Candy Canes & Christmas Carols**





# 2024- 2025 Events By Month



## Check Out Additional Events!

Special Events listed below fall under the HolidayFest umbrella but are not included in the standard HolidayFest sponsorship materials.



## Let The Festivities Begin!

Check out a few photos from last year's events!







# Contribution Form



## ALL CONTRIBUTORS PLEASE COMPLETE

Contributions to the charities are tax deductible per Federal Income Tax regulations. You will receive information and tax letters from HolidayFest for your donation benefits.

- Full Name/Company to be listed on all materials: \_\_\_\_\_
- Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
- Home Phone \_\_\_\_\_ Office Phone \_\_\_\_\_ Fax \_\_\_\_\_
- E-mail \_\_\_\_\_

### Type of Payment:

- Visa                       Check  
 Master Card             Cash

### Credit Card Payment Information:

Enclosed is my Check/Credit Card Payment in the Amount of \$

Account Number \_\_\_\_\_ Code: \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

### Please make checks payable to:

HolidayFest 170D East Main St, PMB240, Hendersonville, TN 37172

### Cash Payment:

Cash Sponsorship(s) Amount Enclosed: \$ \_\_\_\_\_

I/We cannot attend but enclosed is my contribution \$ \_\_\_\_\_

### Mail Payment and Contribution Form to:

HolidayFest

PO BOX 240 -170D East Main St. Hendersonville, TN 37075

## Thank You For Supporting Your Community & Charities in Sumner County!



**THANK YOU FOR  
YOUR SUPPORT!**

**Prepared By The HolidayFest Board**

**For questions or to reserve your sponsorship  
email [holidayfestinfo@gmail.com](mailto:holidayfestinfo@gmail.com)**