



HOLIDAY-FEST

SUMNER COUNTY, TN

2025-2026
SPONSORSHIP OPPORTUNITIES

Prepared By The HolidayFest Board

**For questions or to reserve your sponsorship
email 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.

2025 HolidayFest Board Members

- Larry Phillips –President
- Beverly Cannon Jones– VP
- Raychel Enck– Secretary
- Larken Lech – Marketing
- Randy Alvis – Treasurer
- Connie Maynard – Founding Member
- Valerie Pantaleo
- Russ Edwards
- Heather Leavitt

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, TV, 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 2025–2026 season. Please see the next page that highlights the benefits of sponsorship.

































Event Sponsorship Levels & Benefits

HOLIDAYFEST
SUMNER COUNTY, TN

HolidayFest produces/supports prestigious events that are available for annual sponsorships. 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 = \$10,000**
 - **(1) PLATINUM = \$5000**
 - **(5) GOLD = \$2,500**
 - **(10) SILVER = \$1000**
 - **(10) BRONZE = \$500**
- *There is Christmas Parade Sponsorship Available for the Christmas Parade & Tree Lighting Ceremony. This sponsorship is \$5000.*
 - *Please reach out to a board member for more information about being the exclusive Car Sponsor for the Christmas Parade.*

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					
Preferred Seating Area at HolidayFest Formal Events					
Prominent name/logo placement on all HolidayFest printed materials related to event.					
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					



2025–2026 HolidayFest Events

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October – Gentlemen's Committee

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.



● ● ● HENDERSONVILLE ● ● ●
CHRISTMAS
BOAT PARADE

November: Christmas Boat Parade

Not every community has a lake for the holidays! This annual event is fun for the whole family. Thousands of people gather to watch the parade each year. The Hendersonville Boat Parade, benefits the Literacy Council of Hendersonville and goes on rain or shine!



NEW!! December: New Years Eve Bash

NEW! HolidayFest is working to create a new, fun-filled experience for New Year's Eve here in Sumner County. Stay tuned for more information.



2025 Christmas Parade

HOLIDAYFEST
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2025 HENDERSONVILLE, TN

HOLLY JOLLY CHRISTMAS PARADE

AND TREE LIGHTING CEREMONY

Christmas Parade + Tree Lighting Ceremony

December: Christmas Parade (12/7)

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 "Holly Jolly Christmas" and we expect over 50 entries, tons of creative floats, trailers, and entertainment!





Additional HolidayFest Events

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Special Events listed below fall under the HolidayFest umbrella but are not included in the standard HolidayFest sponsorship materials. If you would like to sponsor any of these events, please reach out to our board at holidayfestinfo@gmail.com



Let The Festivities Begin!

Check out a few photos from past 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"

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 673

Hendersonville, TN 37077

(NOTE: THIS IS A NEW PO BOX FOR 2025)

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



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