



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**



Executive Summary

HOLIDAY-FEST
SUMNER COUNTY, TN

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

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 = \$1,500**
- **(10) BRONZE = \$500**

- *There is Christmas Parade Sponsorship Available for the Christmas Parade & Tree Lighting Ceremony. This sponsorship is \$5000.*
- *All Gold, Platinum, and Presenting HolidayFest Sponsors will also be included in PigFest. Bronze level and Gold level do not get inclusion in PigFest.*

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					
Logo and Sponsorship Shoutouts for The Christmas Parade and Boat Parade					
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

HOLIDAY-FEST
SUMNER COUNTY, TN



OCTOBER 22-24 2026
VETERANS PARK • HENDERSONVILLE, TN

PRESENTED BY: EXS GROUP, PARKS & RECREATION, GARY FORCE, ACURA

THURSDAY OCTOBER 22
5:00 PM
STEAK DINNER, AUCTION, & JEFF JARRETT'S ALL STAR SUPER SLAM

FRIDAY OCTOBER 23
5:00 PM GATES OPEN
6:00 PM KICK OFF CONCERT

SATURDAY OCTOBER 24
10:00 AM - 4:00 PM
FREE TO THE PUBLIC!

GET YOUR TICKETS NOW! PIGFESTTN.COM

BENEFITING AMAZING LOCAL ORGANIZATIONS:

Hendersonville PigFest

There's nothing quit like PigFest! This annual event is October 22-24 at Veteran's Park and benefits Mary's Magical Place, Grace Place, and Christmas4Kids. It's 3 day sof music, pickelball, cornhole, wrestling, and of course, BBQ. Learn more at PigFestTN.com

HolidayFest Gold Level Sponsors and Higher are included in PigFest



HOLIDAY-FEST SUMNER COUNTY, TN

INDIAN LAKE LOOP

5 MILE WALK/RUN

AT THE STREETS OF INDIAN LAKE

THANKSGIVING MORNING
NOV 26, 2026
8:00 AM

Indian Lake Loop

This year's Indian Lake Loop is EXTRA special because it's our 20TH ANNUAL INDIAN LAKE LOOP! Join in on this family tradition on Thanksgiving Morning! Come dressed in your favorite racing gear or silly turkey trot get up! It's fun for the whole family! Indian Lake Loop begins and ends at The Streets of Indian Lake.



HOLIDAY-FEST SUMNER COUNTY, TN PRESENTS

DECK THE HULLS

CHRISTMAS BOAT PARADE
HENDERSONVILLE, TN

Holiday Magic on the Lake

SATURDAY, DECEMBER 5, 2026

STARTING AT MALLARD POINT

COMMUNITY | TRADITION | TOGETHER

"Deck The Hulls" 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, happening December 5th, 2026 at Mallard Point!



HOLIDAYFEST
SUMMER COUNTY, TN

PRESENTS

THE 2026 HENDERSONVILLE, TN
CHRISTMAS PARADE THEME

A STORYBOOK CHRISTMAS

WHERE
FAVORITE
STORIES
COME TO LIFE

SUNDAY, DECEMBER 6, 2026
2:00 PM | MAIN STREET, HENDERSONVILLE, TN

THE NUTCRACKER
A CHRISTMAS CAROL
HOW THE GRINCH STOLE CHRISTMAS
FROSTY THE SNOWMAN
RUDOLPH THE RED-NOSED REINDEER
THE POLAR EXPRESS
& MORE!

SAME
BELOVED PARADE.

A WHOLE NEW
CHAPTER.

Hendersonville, TN
Christmas Parade & Tree Lighting Ceremony
December 6, 2026 at 2:00 pm

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 our emcee, Holly Thompson.

This year's theme is "A Storybook Christmas", in part, to honor the beloved Dolly Parton and her gift to literacy and children. We expect floats with our favorite storybook characters, book themes, and yes, we know (and hope) to see a few Dolly-inspired floats!



Additional HolidayFest Events

HOLIDAYFEST
SUMNER COUNTY, TN



NEW EVENT THIS YEAR! **THE WINTER ROSE GALA**

HolidayFest LOVES to celebrate the holidays, so it only makes sense to add an event for the holiday that celebrates LOVE- Valentine's Day!

The Winter Rose Gala will be held Saturday, February 13th, 2026 at the Premier Center and includes food, libations, entertainment, and more!

Pull out your sequins and sparkles, this is a cocktail/gala dress code and sure to be a spectacle, perfect for your facebook/instagram feed!



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
& NonProfits in Sumner County!**



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