



2024-2025

SPONSORSHIP OPPORTUNITIES

Prepared By The HolidayFest Board

**For questions or to reserve your sponsorship
Call 615-517-5714**

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. We have sponsorship opportunities as Jingle Bell Friends for \$250.00 with levels and benefits increasing up to Presenting Sponsor of \$15,000 to \$20,000. 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**
- **(1) CAR SPONSOR = \$10,000**
- **FRIENDS OF HOLIDAYFEST = \$500**
- **JINGLE BELL FRIENDS = \$250**

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					
Photo opportunity with celebrity guests					
Prominent ad in HolidayFest booklet					
Opportunities for sponsor logo placement in PSA's related press releases					
Prominent name/logo placement one all printed materials related to event.					
Prominent ad in HolidayFest booklet					
Sponsor name recognition in Logo placement on step and repeat banners (photo backdrops for press releases).					
Social media shoutouts on HolidayFest Facebook					
Logo placement with link on HolidayFest website					
Preferred seating/tables/tickets at events					



2024– 2025 Events By Month



September – Champions of Valor

This event benefits CASA. 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 Sheriffs 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.

Expected attendance: 150 people.

September – Food & Wine Festival



Dinner, an event that showcases a curated collection of five chefs, each presenting their signature course, elevated wine pairings and entertainment. Saturday is The Grand Tasting, a showcase of artisan food and beverages, with a Maker’s Market – an area that presents award winning authors and artisans from middle Tennessee. Expected attendance: For the dinner, 100 prominent area citizens.

Expected attendance: 500 people.



October – Gentlemen’s Committee

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



October: Football for the Cure

Football for the Cure, this is a new HolidayFest event, and is expected to become a tradition. Raising funds for cancer awareness and research, Football for the Cure will bring together people of all ages and income levels. Founded by Jameson Wharton at age 10, when he lost his grandmother to cancer. Last year's proceeds benefited the American Cancer Society and Vanderbilt Ingram Cancer Center.



October: Pig Fest Hendersonville

PIGFEST. This year's PIGFEST benefits Mary's Magical Place, Christmas 4 Kids and Live.Love.Nashville. The two-day event features local musical talent, shows, cook-off's, car shows and more.

Thousands attend this event over the two days.



November: Sparkle Noel

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.



2024– 2025 Events By Month



November: Christmas Tree Elegance

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.



November: Indian Lake Loop

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: Breakfast with Santa

Santa Breakfast, Benefiting Community Childcare Services Inc. This annual event has two seatings and is full in both fun and capacity, serving over 450 people. Photos with Santa, goodie bags, treats, and more as 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: Christmas Boat Parade

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: Festival of Lights

Ultimate Party Festival of Lights. This family-fun event attracts thousands as the city of Hendersonville shows off the best of the best in residential and commercial property holiday lights!



December: Christmas Parade

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 businesspeople, including Scott Couch and Holly Thompson.

This year's theme is Candy Canes & Christmas Carols



2024– 2025 Events By Month



December- Christmas Tree Lighting

This annual event includes musical entertainment, food, carriage rides, and the lighting of the Christmas Tree by the Hendersonville Mayor. Thousands of people attend this fun, family event.



December- St. Nicolas Ball

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. Attendees are upper-income community-members. This event benefits CaSA.

Expected attendance: 250 people (sold out in 2023)



December - Appalachian Christmas

The Appalachian Christmas Dinner has become a holiday tradition for Sumner County and storytellers across the country. Last year, it was a catered dinner held at historic Stonewall Mansion, with a live storyteller, live music, and fun the whole family can enjoy. The Appalachian Christmas Dinner benefits Special Needs Sports Foundation and Project 22. Each dinner is limited to 40 people.

Expected attendance: 40 people/dinner (3 nights)



2024- 2025 Events By Month



December- Madrigal Dinners

Step into a magical evening of festive elegance and old-world charm at the Madrigal Dinners! Held in a beautifully decorated, candle-lit hall, 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 performing timeless carols and lively tunes. Guests are invited to don their finest period attire to fully immerse themselves in the experience. Join us for an unforgettable night of music, merriment, and holiday cheer!



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

Phone: 615-517-5714

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



**THANK YOU FOR
YOUR SUPPORT!**

Prepared By The HolidayFest Board

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