



July 7, 2025

Dear Sponsor:

The City of Van Buren is hosting its 6th Annual Christmas at the Parks from November 14, 2025, to January 1, 2025. For over two decades, Mr. Richard Hodo's Christmas lights attracted tens of thousands of visitors to Van Buren. And after graciously donating his lights to the City of Van Buren, the beloved Christmas tradition continues!

The light and music show will take place in two locations – Freedom Park in downtown and Dr. Louis Peer Memorial City Park. Freedom Park is a walk-thru display featuring the Freedom Christmas Tree, a 40-foot-tall tree with lights that dance to music. There will also be an ice-skating rink located in the parking lot just east of the Freedom Christmas Tree. All the proceeds from the ice-skating rink will be donated to the Boys and Girls Club of Van Buren. Downtown will be lit up like never before, with several fun and festive photo opportunities spanning from Historic Main Street to the Crawford County Courthouse.

The second location to view the Christmas lights is inside Dr. Louis Peer Memorial Park (City Park). The three-quarter mile drive-thru show features hundreds of thousands of lights, an 85-foot-long light tunnel, and over 50 animated displays, including several that were previously featured at the Hodo's. This is a one-of-a-kind holiday event in our area that attracts thousands of vehicles each year.

We invite you to reach out to this audience by becoming a Van Buren's Christmas at the Parks Sponsor. Your sponsorship dollars are a great way to advertise your company, while supporting a special Christmas tradition in our community. We will provide your organization with ample exposure to the River Valley through our many avenues of marketing and publicity for this event.

On the following pages, you'll find information about each sponsorship level and a sponsorship application form on the last page. Please consider this unique opportunity to (1) advertise your business or organization to such a large audience and (2) support an extraordinary community event! We look forward to partnering with you.

Thank you for your support,

Santa's Helpers

Van Buren Christmas at the Parks Committee



Sponsorship Levels

Santa Claus Sponsor (\$5,000)

- Sponsor logo/name displayed on 4' sign that will be prominently located on Main St. and City Park
- Sponsorship status level with logo/name on event social media pages
- Logo/name recognition will be predominantly included in all pre-event promotional advertisements, press releases, and signage; including print and social media
- Logo/name recognition on light display of choice
- Logo/name recognition featured on radio broadcast at Freedom Park and Dr. Louis Peer Memorial Park
- Sign at business recognizing support of Van Buren's Christmas at the Parks

Rudolph Sponsor (\$2,500)

- Sponsor logo/name displayed on 3' sign that will be prominently located on Main Street and at Dr. Louis Peer Memorial Park
- Sponsorship status level with logo/name on event social media pages
- Logo/name recognition will be predominantly included in all pre-event promotional advertisements, press releases, and signage; including print and social media
- Logo/name recognition on light display
- Sign at business recognizing support of Van Buren's Christmas at the Parks

Frosty Sponsor (\$1,000)

- Sponsorship status level with logo/name on event social media pages
- Logo/name recognition will be predominantly included in all pre-event promotional advertisements, press releases, and signage; including print and social media
- Logo/name recognition on light display
- Sign at business recognizing support of Van Buren's Christmas at the Parks

Elf Sponsor (\$500)

- Sponsorship status level with logo/name on event social media pages
- Sponsorship status level with logo/name on website
- Logo/name recognition on sign displayed at Freedom Park

Snowflake Sponsor (\$250)

- Sponsorship status level with name on event social media pages
- Sponsorship status level with name on website



Ice-Skating Rink Sponsorship Levels

Gold Metal Sponsor (\$10,000 – 1 Available)

- Sponsor logo/name displayed on 10' banner at Ice-Skating Rink
 - Sponsor logo/name displayed on digital billboards located throughout the River Valley
 - Sponsorship status level with logo/name on event social media pages
 - Logo/name recognition will be predominantly included in all pre-event promotional advertisements, press releases, and signage; including print and social media
 - Logo/name recognition featured on radio broadcast at Freedom Park and Dr. Louis Peer Memorial Park
 - Sign at business recognizing support of Van Buren's Christmas at the Parks
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Silver Metal Sponsor (\$7,500 – 1 Available)

- Sponsor logo/name displayed on 8' banner at Ice-Skating Rink
 - Sponsorship status level with logo/name on event social media pages
 - Logo/name recognition will be predominantly included in all pre-event promotional advertisements, press releases, and signage; including print and social media
 - Logo/name recognition featured on radio broadcast at Freedom Park and Dr. Louis Peer Memorial Park
 - Sign at business recognizing support of Van Buren's Christmas at the Parks
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Bronze Metal Sponsor (\$3,500 – 1 Available)

- Sponsor logo/name displayed on 6' banner at Ice-Skating Rink
- Sponsorship status level with logo/name on event social media pages
- Logo/name recognition will be predominantly included in all pre-event promotional advertisements, press releases, and signage; including print and social media
- Sign at business recognizing support of Van Buren's Christmas at the Parks

For general questions or if interested in developing an individualized sponsor package to meet your specific needs: Contact – Julie Jett, 479-474-1541 Email: jjett@vanburencity.org

Sponsorship Application Form

Contact Information

Business/Organization Name: _____

Contact Person Name: _____

Mailing Address _____

City: _____ State: _____

Zip: _____ Phone (_____) _____ - _____

E-mail _____

I wish my donation to remain anonymous.

Sponsorship Level *(Please check your preferred sponsorship level below.)*

- | | |
|---|---|
| <input type="radio"/> Santa Claus (\$5,000) | <input type="radio"/> Ice-Skating Rink Gold Metal Sponsor (\$10,000) |
| <input type="radio"/> Rudolph (\$2,500) | <input type="radio"/> Ice-Skating Rink Silver Metal Sponsor (\$7,500) |
| <input type="radio"/> Frosty (\$1,000) | <input type="radio"/> Ice-Skating Rink Bronze Metal Sponsor (\$3,500) |
| <input type="radio"/> Elf (\$500) | |
| <input type="radio"/> Snowflake (\$250) | |
| <input type="radio"/> Other (\$_____) | |

Total Enclosed \$ _____

Logo Art

Please email your company/organization logo (in high resolution .JPEG or vector-based format) to jjett@vanburencity.org

Signature: _____ Date: _____

Deadline for *Van Buren's Christmas at the Parks Sponsorship* is Friday, October 17, 2025. Please mail the completed form and a check, payable to the "City of Van Buren" in an enclosed addressed envelope and mail to:

City of Van Buren
ATTN: Van Buren's Christmas at the Parks
1003 Broadway Street
Van Buren, AR 72956

Charitable contributions are tax deductible