HOME FOR THE HOLIDAYS



EVENT PROFILE

This community event is a month-long celebration of the holiday season. With fun filled activities and lights at multiple locations throughout the City of Liberty Lake.

TARGET AUDIENCE	Families, youth, teens, adults, and seniors
EXPECTED ATTENDANCE	5,000+
DATE & TIME	Sat, Nov 21, 2026 – Sun, Jan 3, 2027
LOCATION	Orchard Park, Trailhead Golf Course, and more

Holiday Event Promotional Plan

- Posters displayed at all City Facilities
- E – Flyer distributed to our email lists
- Post in the Splash
- Website information
- Information displayed on City reader board
- A – Frames placed throughout the community
- Social media campaign

Gold Sponsor

INVESTMENT - $1,000 (4 sponsorships available)

- Logo or name listed on City website/event page.
- Recognition in front of one of the display areas.
- Thank you in the Splash.
- Name recognized on social media.

- Recognition at the main park or facility entrance and two (2) high traffic locations.

Silver Sponsorship

INVESTMENT - $400 (6 sponsorships available)

- Thank you in the Splash.
- Name recognized on social media.
- Recognition at the main park or facility entrance and one (1) high traffic location.

Bronze Sponsorship

INVESTMENT - $150 (10 sponsorships available)

- Logo or name listed on City website/event page.
- Thank you in the Splash.
- Name recognized on social media.

Battle of the Branches Overall Winner Sponsorship

INVESTMENT - $200 (1 sponsorship available)

- Logo or name listed on City website/event page.
- Thank you in the Splash.
- Name recognized on social media.
- Recognition during the winner's announcement.

Deck the Homes 1st Place Sponsorship

INVESTMENT – $200 (1 sponsorship available)

- Logo or name listed on City website/event page.
- Thank you in the Splash.
- Name recognized on social media.
- Recognition during the winner's announcement.

Deck the Homes 2nd Place Sponsorship

INVESTMENT – $150 (1 sponsorship available)

- Logo or name listed on City website/event page.
- Thank you in the Splash.
- Name recognized on social media.
- Recognition during the winner's announcement.

Deck the Homes 3rd Place Sponsorship

INVESTMENT – $100 (1 sponsorship available)

- Logo or name listed on City website/event page.
- Thank you in the Splash.
- Name recognized on social media.
- Recognition during the winner's announcement.

Coca & Carriage Rides

INVESTMENT – $1,000 (1 sponsorship available)

- Logo or name listed on City website/event page.
- Recognition at the event.
- Thank you in the Splash.
- Name recognized on social media.
- Recognition at the main park or facility entrance and two (2) high traffic locations.

Reindeer Rendezous

INVESTMENT – $1,000 (1 sponsorship available)

- Logo or name listed on City website/event page.
- Recognition at the event.
- Thank you in the Splash.
- Name recognized on social media.

- Recognition at the main park or facility entrance and two (2) high traffic locations.

Jingle Bell Cruise Sponsorship

INVESTMENT – $300 (1 sponsorship available)

- Logo or name listed on City website/event page.
- Thank you in the Splash.
- Name recognized on social media.
- Recognition during the winner's announcement.

2026 Sponsorship Packet – City of Liberty Lake Community Events

Business Name: _____

Contact Name: _____ Phone: _____

Mailing Address: _____

E-Mail Address: _____

Do you have a Facebook Page (business owners only)? ☐ Yes ☐ No

If yes, Facebook address: _____

Select the Event(s) & Level of Sponsorship:

☐ HOME FOR THE HOLIDAYS

- ☐ Gold Sponsor - $1,000.00
- ☐ Silver Sponsor - $400.00
- ☐ Bronze Sponsor - $150.00
- ☐ Battle of the Branches Overall Winner Sponsor - $200.00
- ☐ Deck the Homes First Place Sponsor - $200.00
- ☐ Deck the Homes Second Place Sponsor - $150.00
- ☐ Deck the Homes Third Place Sponsor - $100.00
- ☐ Coca & Carriage Rides - $1,000.00
- ☐ Reindeer Rendezvous - $1,000.00
- ☐ Jingle Bell Cruise - $300.00

***Sponsorship forms are due by six weeks before the schedule event date to get FULL benefits.**

****All sponsorships over $500.00 must be referred to and approved by City Council and Mayor.**

*****All sponsorships under $500.00 must be approved by the Mayor or City Administrator.**

******You will be invoiced for your Sponsorship once they have been approved!**

☐ The undersigned sponsor(s) hereby donates to the City of Liberty Lake, Washington the amount of $ _____ which said sponsorship shall be considered accepted upon approval from the Mayor and receipt of the funds by the City.

The City represents that it is duly organized and existing municipal corporation of the State of Washington and that the sponsorship funds will be used to the extent listed above in the sponsorship levels.

The City of Liberty Lake will make all reasonable efforts to fulfill the specific purpose(s) as outlined in the previous section for this sponsorship. If the specified sponsorship purposes are not feasible, substitutions for the purposes will be made. The sponsorship funds will be managed and accounted for by the City of Liberty Lake in accordance with the Liberty Lake Municipal Code.

For IRS purposes, this agreement serves as written acknowledgment of your sponsorship. The City of Liberty Lake did not provide you with any goods or services in consideration for this sponsorship.

Sponsor Signature: _____ Date: _____

Mayor Approving Signature: _____ Date: _____