



25 West Crystal Lake Avenue ~ Crystal Lake, Illinois 60014

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## It's the Holiday Season in Downtown Crystal Lake

Each holiday season, festive storefront windows, holiday music, visits with Santa, trees dotted with white lights, and lampposts adorned with garland and bows all transform Downtown Crystal Lake into a winter wonderland. The holiday season is a chance for families and friends to gather together and experience that hometown holiday feeling.

Most people may not realize that more than 50,000 lights are used to decorate Downtown Crystal Lake during the holiday season. That's a lot of lights! This year, we're expanding our installation of both red and white lights in Depot Park, temporarily renaming it "Peppermint Park" during the holiday season.

This spectacular lighting display creates a wonderful atmosphere for *Santa's House* as well as popular holiday events such as the *Festival of Lights Parade* and *Breakfast with Santa*, which are both organized and staffed by volunteers of Downtown Crystal Lake, a not-for-profit organization.

To help offset some of the costs associated with the holiday season, Downtown Crystal Lake is offering sponsorship opportunities, which are outlined in the enclosed packet. Becoming a holiday season sponsor will enable your business to reach a very large target market through our multi-media marketing.

Join us as we make this year our biggest and brightest season while making holiday dreams come true in Downtown Crystal Lake.

If you have any questions, please feel free to call me at (815) 479-0835. Thank you for your consideration.

Sincerely,

Diana Kenney  
Executive Director





# Downtown Crystal Lake's Holiday Event Fact Sheet

## FESTIVAL OF LIGHTS HOLIDAY PARADE

### Description:

*This is the only nighttime parade in Crystal Lake. Thousands of people line the parade route to watch the extraordinary floats, entertainment, musical and community groups light up the streets of Downtown Crystal Lake.*

### Date/Time:

*Friday, November 25, 2016— Steps off at 7PM*

### Location:

*The parade kicks off at City Hall. The parade route includes N. Caroline St., Crystal Lake Ave., Grant St., Woodstock St., & Williams St.*

*Santa arrives at the end of the parade to light the downtown tree. Santa House visits begin.*



## BREAKFAST WITH SANTA

### Description:

*Children and their families enjoy a delicious buffet Breakfast with Santa and Mrs. Claus. The event is filled with music & fun! Each child receives a treat bag, soft cuddly toy, and their own photo with Santa.*

### Date/Time:

*Saturday, December 3, 2016 — 9AM*

### Location:

*Old Towne Hall, 54 Brink Street*

## BOTH EVENTS

### TARGET MARKET:

*The demographic target market is broad-based, with an emphasis on families. The events draw from Crystal Lake and surrounding communities.*

### EVENT MARKETING:

- *Listing in 6,000 Downtown Crystal Lake brochures*
- *6,000 holiday event brochures and flyers distributed to local preschools, school-age children, and the community.*
- *Ads in the Northwest Herald and online*
- *Press Release in the following publications: Chicago Tribune, Daily Herald, Northwest Herald, Crystal Lake Chamber of Commerce Newsletter, PlanIt Northwest, McHenry County Living, Crystal Lake Patch, McHenry County Convention & Visitors Bureau, & many more*
- *Posters and Flyers distributed in Downtown and throughout the community*
- *Website Postings for Community Events*
- *Local Area Marquees*
- *Event and sponsor information on Downtown Crystal Lake's website [www.DowntownCL.org](http://www.DowntownCL.org) and Facebook Page (4,200+ fans!)*



## 2016 Downtown Crystal Lake Holiday Season Sponsorship Opportunities



### Level One: \$100 Holiday Sponsor

- Your name will appear in the Breakfast with Santa program booklet
- Your name will appear on a holiday event flyer distributed throughout the community
- Your name will appear on our website: [www.DowntownCL.org](http://www.DowntownCL.org)
- Your name will appear on Santa's Scroll located on the Santa House throughout the holiday season

### Level Two: \$250 Holiday Silver Sponsor

- All the benefits of Level 1; plus
- Your name will be announced by both Parade emcees
- Your name will appear on the banner at the front of the Festival of Lights Parade

### Level Three: \$500 Holiday Gold Sponsor

- All the benefits of Level 2; plus
- Your name and logo will be included on our website, and a link provided to your own website
- Your name on Santa's Scroll, Parade Banner, Breakfast with Santa program booklet, and all promotional materials will be larger and more prominent

*Remember— No matter which sponsor level you choose,  
your support enables us to provide festive decorations in Downtown Crystal Lake  
as well as provide quality, family-oriented events which will create  
wonderful holiday memories for thousands of children.*

***Sponsorship deadline is Monday, October 31st!***

***Yes, I want to be a Downtown Crystal Lake Holiday Season Sponsor!***

- Level 1: Sponsor       \$100  
 Level 2: Silver Sponsor       \$250  
 Level 3: Gold Sponsor       \$500

Business \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

***Two ways to Pay:***

- 1) *Mail completed form and check to:  
Downtown Crystal Lake/Main Street  
25 W. Crystal Lake Ave., Crystal Lake, IL 60014*
- 2) *Online payment at [www.DowntownCL.org](http://www.DowntownCL.org)  
Select Store tab  
Click on Holiday Season Sponsorship  
You will have an option to pay through Paypal  
or by credit card*

Questions?

Phone: 815/479-0835

Email: [downtowncl@sbcglobal.net](mailto:downtowncl@sbcglobal.net)



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