

Make It Magical

OVERVIEW..... Downtown Lake Wales is truly a special place during the holiday season. Twinkling lights, sparkling window displays, holiday wreaths, photo ops, Santa’s Village and so much more make this a festive time with something for everyone. True to its name, “Make It Magical” has blossomed into a magical time of year for family and friends to celebrate the holiday season.

LOCATION Downtown Lake Wales

DATES/TIMES Friday, December 9, 2022 5:00 – 8:00 PM

SPECIFIC ACTIVITIES Entertainment, Santa’s village, Children’s craft tent, Christmas Bizarre, Miniature train, Food trucks, and much more

MARKETING OPPORTUNITIES..... Company logo on all marketing materials, including social media
On-site banners/signage at sponsored activity
Link to corporate website
Emcee recognition

MARKETING VALUE Target marketing. Increase exposure. Enhance existing marketing efforts. Build Corporate identity and community recognition as a major sponsor in Lake Wales

\$2,500 Presenting Sponsor

Company name as “Presented by”
Company banner on-site
Hospitality tent to showcase business
Lake Wales Main Street Annual Benefactor
Emcee recognition

\$1,000 Sponsor (2 sponsorship opportunities)

Choose Sponsorship Preference:
 Santa’s Village
 Entertainment/Stage
Company logo at applicable sponsorship
Lake Wales Main Street Annual Corporate Member
Emcee recognition

\$500 (sponsorship opportunities)

Choose Sponsorship Preference:
 Children’s Craft Tent (need 2)
 Christmas Bizarre (need 2)
 Snow (need 4)
 Window Decorating (need 2)
Lake Wales Main Street Annual Membership
Emcee recognition