



SPONSOR BENEFITS

DECEMBER 3-6, 2026

CHRISTMASVILLE™
ROCK HILL, SC



ChristmasVille offers a storybook setting filled with music, merriment, and wishes of good cheer. Bundle up friends and loved ones to enjoy the festival based on the whimsical artwork of Rock Hill's adopted son and renowned illustrator, Vernon Grant, the artist who created Kellogg's® Rice Krispies Snap!® Crackle!® Pop!®

This holiday season, Old Town Rock Hill will sparkle with the exciting, charming, and picturesque holiday village and outdoor art festival featuring more than 70 events including horse-drawn carriage rides, historic tours, strolling carolers, art, theater, dance, music, a gingerbread house contest, crafts, multiple Santa activities, and a REAL ice skating rink!

We hope to see you at ChristmasVille!

WE ARE PROUD TO BE AN AWARD WINNING FESTIVAL!

- Post & Courier York County's Best Annual Festival '25
- NC Best Children's Program '25
- NC Best Event Associated With An Event '25
- Southeast Best Merchandise – Rock Hill Coffee '25
- Southeast Best Event Within An Event '25
- Southeast Best Event Series '24
- Southeast Best Marketing Campaign '24
- Southeast Best Vendor Impact – Aspen Hue '24
- Southeast Best New Event Award '22
- Southeast Diversity, Equity, and Inclusion Award '22
- Southeast Best Sponsor Award – Arts Council of York County '22
- Southeast Best Merchandise – Sleeping Giant Distillery '22
- Southeast Best Merchandise – Knowledge Perk Coffee '20
- SC Best Festival Guide '20
- Southeast Best Event Program '19
- Southeast Best Festival '19
- Southeast Best TV ad '19
- Southeast Best Sponsorship – Piedmont Medical Center '19
- Southeast Best Festival Event '17
- Southeast Best Festival or Event Video '17
- Southeast Best Social Media Marketing '17
- Southeast Best Event Program '17
- SC Best Non-print Media '16
- NC Event of the Year '11, '12, '14
- NC and SC Volunteer of the Year – John Rinehart '14
- NC Director of the Year- Cathy Murphy '14
- SC Best Print Media '07, '11, '12, '14, '15
- SC Best Merchandise '07, '10, '13, '14, '15
- SC Best Non-Print Media – WRHI '13
- SC Associate of the Year – Arts Council of York County '13
- SC Volunteer/Year – D. McQuiston '15
- SC Volunteer/Year – ML Norton '12
- NC Best Event Photo '12
- SC Director of the Year – Candy Clapp '10
- NC and SC Best Over All Event, Winner '07, '08, '09, '10, '11
- NC and SC Best Over All Event, Runner-Up '06



2026 Festival Theme:

Old Town *New Memories*

BOARD OF GOVERNORS:

Board President

Kyle Neely, Founders Federal Credit Union

Festival Chair

Faith Ramsey-Hill, Madds Media

Festival Vice Chair

Robbie Compton, Riverwalk Academy

Executive Director

Gracie Waldrop

Allan Miller, OTS Media

Alice Davis, Williams & Fudge

Allison Cleveland, Visit York County

Andrea Cooper, Comporium

Brittany Pigford, Winthrop University

Bryan Boan, Rock Hill Coffee

Catherine Madden, OTS Media

Crystal Miller, Independent

Elsy Carpenter, City of Rock Hill

Jillian Bingham, Culture & Heritage Museums

JP McFadden, McFadden's

Justin Smith, Vinyet Architecture

Lain Reavis, Pinnacle Financial Partners

Lee Hamilton, Allen Tate Realtors

Maddie Aug, Madds Media

Melanie Cooper, Arts Council of York County

Robbie Compton, Riverwalk Academy

Sarah Vining, Hickory Post

Stanley Jackson, Family Trust Federal Credit Union

TEAM LEADER PLANNING COMMITTEE:

Alice Davis

Allison Cleveland

Amanda Haskin

Andrea Barnette

Bella Bowden

Bette Jean Janicke

Brittani Rayfield

Brittany Cooper

Bryan Boan

Carol Newman

Catherine Madden

Chloe Little

Christia Humburg

Cindy Downing

Cortney Peterson

Crystal Miller

Dan Cox

Diana Braunbeck

Faith Ramsey-Hill

Glory Ramsey

Gracie Waldrop

Hope Prevette

Jerriane Jackson

Jonathan Dawkins

JP McFadden

Laura Lawson

Maddie Aug

Mary Freeman

Mary-Marshall Howey

Meghan Caldwell

Michelle Dawkins

Michelle Manning-Osborne

Natalie Hoekstra

Parker Aug

Regan Wright

Robbie Compton

Ryan Bridges

Samantha Kriegshauser

Sarah Lewis

Stanley Jackson

Sydney Munn

Terra Carney

Terry Hagen

Terri Westphal

TJ Carney

Tonya Janicke

Tyler Williams

Festive Sponsor

\$15,000



Exclusivity

- First right of refusal for following festival year
- Customized value-added opportunities related to festival theme
- Multiple selected events (*up to \$15,000 value*)
- Exclusive Premium ChristmasVille Gift Bag
- \$100 off Rock Hill Christmas Parade entry fee (approval subject to city policies)
- Licensing agreement to use ChristmasVille logo (subject to ChristmasVille approval)
- Designated area to interact with festival visitors

Visibility and Promotion

- Your logo & web link on festival homepage and sponsor page
- Your logo displayed on sponsor banner and back of volunteer shirt
- Your logo on select festival marketing collateral
- Your name on street pole banner located on Main Street and select event signage
- Multiple recognition posts on appropriate social media

Special Access

- **SANTA:** Scheduled Santa visit or personalized video greeting
- **SANTA:** Night Before ChristmasVille - 6 families
- Parking passes - 6
- Opening Ceremony seating - 4
- Kick-off breakfast tickets - 6
- VIP Party tickets - 6
- Sponsor lounge access - 6
- Carriage ride - 2





Jolly Sponsor

\$10,000

Exclusivity

- First right of refusal for following festival year
- Customized value-added opportunities related to festival theme
- Multiple selected events (up to \$10,000 value)
- Exclusive Premium ChristmasVille Gift Bag
- \$100 off Rock Hill Christmas Parade entry fee (approval subject to city policies)
- Licensing agreement to use ChristmasVille logo (subject to ChristmasVille approval)
- Designated area to interact with festival visitors

Visibility and Promotion

- Your logo & web link on festival homepage and sponsor page
- Your logo displayed on sponsor banner and back of volunteer shirt
- Your logo on select festival marketing collateral
- Your name on street pole banner located on Main Street and select event signage
- Multiple recognition posts on appropriate social media

Special Access

- **SANTA:** Scheduled Santa visit or personalized video greeting
- **SANTA:** Night Before ChristmasVille - 6 families
- Parking passes - 6
- Opening Ceremony seating - 4
- Kick-off breakfast tickets - 6
- VIP Party tickets - 6
- Sponsor lounge access - 6
- Carriage ride - 2



Merry + Bright

\$7,500



Exclusivity

- Customized value-added opportunities related to festival theme
- Selected event, if applicable
- Exclusive Premium ChristmasVille Gift Bag
- \$100 off Rock Hill Christmas Parade entry fee (approval subject to city policies)
- Licensing agreement to use ChristmasVille logo (subject to ChristmasVille approval)

Visibility and Promotion

- Your logo & web link on festival homepage and sponsor page
- Your logo displayed on sponsor banner and back of volunteer shirt
- Your logo on select festival marketing collateral
- Your name on street pole banner located on Main Street and select event signage
- Recognition posts on appropriate social media - 2

Special Access

- **SANTA:** Scheduled Santa visit or personalized video greeting
- **SANTA:** Night Before ChristmasVille - 4 families
- Parking passes - 4
- Opening Ceremony seating - 4
- Kick-off breakfast tickets - 4
- VIP Party tickets - 4
- Sponsor lounge access - 4
- Carriage ride - 2



Vernon

\$5,000

Exclusivity

- Customized value-added opportunities related to festival theme
- Selected event, if applicable
- Exclusive ChristmasVille Gift Bag
- \$100 off Rock Hill Christmas Parade entry fee (approval subject to city policies)
- Licensing agreement to use ChristmasVille logo (subject to ChristmasVille approval)

Visibility and Promotion

- Your logo & web link on festival homepage and sponsor page
- Your logo displayed on sponsor banner
- Your name displayed on back of volunteer shirt
- Your logo on select festival marketing collateral
- Your name on street pole banner located on Main Street and select event signage
- Recognition posts on appropriate social media - 1

Special Access

- **SANTA:** Scheduled Santa visit or personalized video greeting
- **SANTA:** Night Before ChristmasVille - 2 families
- Parking passes - 2
- Opening Ceremony seating - 2
- Kick-off breakfast tickets - 2
- VIP Party tickets - 2
- Sponsor lounge access - 2
- Carriage ride - 2



Gnome
\$3,000

Exclusivity

- Customized value-added opportunities related to festival theme
- Selected event, if applicable
- Exclusive ChristmasVille Gift Bag
- Licensing agreement to use ChristmasVille logo (subject to ChristmasVille approval)

Visibility and Promotion

- Your name & web link on sponsor page
- Your logo displayed on sponsor banner
- Your logo on select festival marketing collateral
- Your name on street pole banner on Main or White Street and select event signage
- Recognition posts on appropriate social media - 1

Special Access

- **SANTA:** Night Before ChristmasVille - 2 families
- Opening Ceremony seating - 2
- Kick-off breakfast tickets - 2
- VIP Party tickets - 2
- Sponsor lounge access - 2





Jingle Bells \$2,000

Santa's Helper \$1,000

Name and Link on Sponsor Page	●	●
Name on Sponsor + Street Pole Banner on Black Street	●	● <small>first come, first serve on availability</small>
Name on Festival Banner & Select Signage	●	●
Name on Select Festival Marketing Collateral	●	●
Festival Collateral (Posters, Rack Cards)	●	●
One Recognition Post of Social Media	●	●
Exclusive ChristmasVille Gift Bag	●	●
Licensing Agreement to use ChristmasVille Logo	●	●
ChristmasVille Collector Pins	1	1
Kick-Off Breakfast Tickets	2	2
VIP Party Tickets	2	2
Sponsor Lounge Access	2	2
SANTA: Night Before ChristmasVille tickets - 2 families	●	



Holly \$500



Tinsel \$250

Name and Link on Sponsor Page	●	●
Name on Festival Banner	●	●
Name on Select Festival Marketing Collateral	●	●
Festival Collateral (Posters, Rack Cards)	●	●
Aggregate Recognition Post on Social Media	●	●
Exclusive ChristmasVille Gift Bag	●	●
Licensing Agreement to use ChristmasVille Logo	●	●
ChristmasVille Collector Pin	1	1
Kick-Off Breakfast Tickets	2	2
VIP Party Tickets	2	2
Sponsor Lounge Access	2	

CHRISTMASVILLE™

2026 Sponsorship Commitment

Sponsor Name: _____

Contact Name: _____

Contact Email: _____

Sponsorship Level - please check the appropriate box below:

- | | | |
|--|--|--|
| <input type="checkbox"/> FESTIVE, \$15,000 | <input type="checkbox"/> VERNON, \$5,000 | <input type="checkbox"/> SANTA'S HELPER, \$1,000 |
| <input type="checkbox"/> JOLLY, \$10,000 | <input type="checkbox"/> GNOME, \$3,000 | <input type="checkbox"/> HOLLY, \$500 |
| <input type="checkbox"/> MERRY & BRIGHT, \$7,500 | <input type="checkbox"/> JINGLE BELLS, \$2,000 | <input type="checkbox"/> TINSEL, \$250 |

To ensure a successful partnership for ChristmasVille 2026, we have outlined the following timeline for Sponsors:

- **By September 1st:** Please send your current logo and the exact business name you wish to see on our promotional displays to Gracie Waldrop at executivedirector@christmasvillerockhill.com.
- **By October 15th:** Full sponsorship funds are due. Payments can be made via Check or ACH to ChristmasVille Rock Hill. Invoices will be sent via QuickBooks.

Note: Prompt delivery of logos by the September date allows us to maximize your sponsorship exposure in our marketing and ensures we meet our printing deadlines.

SIGNATURE: _____ DATE: _____

CHRISTMASVILLE™

To sign up to be a sponsor, please scan the QR code or visit the ChristmasViille website!



QUESTIONS?

Gracie Waldrop, Executive Director | ExecutiveDirector@ChristmasVilleRockHill.com

