



DECEMBER 4-7, 2025

SPONSOR BENEFITS

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!

Southeast Best Event Series '24
 Southeast Best Marketing Campaign '24
 Southeast 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 '17 Event
 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



OUR 2025 FESTIVAL THEME IS:

A LEGACY MADE WITH Magic

BOARD OF GOVERNORS:

Board President

Kyle Neely, Founders Federal Credit Union

Festival Chair

Maddie Ewing, Piedmont Medical Center

Festival Vice Chair

Faith Hill, Comporium

Executive Director

Gracie Waldrop



Allan Miller, OTS Media

Alice Davis, Williams & Fudge

Allison Cleveland, Visit York County

Amanda Weber, Hospitality

Andrea Cooper, Comporium

Andrew Vinson, Arthur State Bank

Angie Perry, Greenleaf Education

Brittany Pigford, Winthrop University

Bryan Boan, Rock Hill Coffee

Elssy Carpenter, City of Rock Hill

Jillian Bingham, Culture & Heritage Museums

JP McFadden, McFadden's

Justin Smith, Vinyet Architecture

Kyle Neely, Founders Federal Credit Union

Lain Reavis, Pinnacle Financial Partners

Melanie Cooper, Arts Council of York County

Robbie Compton, Riverwalk Academy

Sarah Vining, Hickory Post

Tracey Reynolds, Tracey Reynolds Attorney at Law

Toy Rhea, Gala Affairs

TEAM LEADER PLANNING COMMITTEE:

Addison Haskins
Alice Davis
Alice Hardin-Meeks
Allison Cleveland
Amanda Haskins
Amanda Weber
Andrea Barnette
Barbara Emery
Bella Bowden
Bernice Huskins
Bette Jean Janicke
Brittani Rayfield
Bryan Boan
Carol Newman
Chloe Little

Christia Humburg
Cindy Downing
Cortney Peterson
Crystal Hinson
Dan Cox
Diana Braunbeck
Erica Smith
Glory Ramsey
Gracie Waldrop
Hope Prevette
Izzi Adkins
Jerrienne Jackson
Jonathan Dawkins
JP McFadden

Laura Lawson
Lauren Butler
Mary Freeman
Megan Madsen
Meghan Caldwell
Michelle Dawkins
Molly Koester
Natalie Hoekstra
Nicole Ford
Nicole Oxendine
Parker Aug
Regan Wright
Robbie Compton
Ron Russell

Ryan Bridges
Samantha Kriegshauser
Sarah Lewis
Sarah Vining
Shante Keifer
Sierra Weiss
Stanley Jackson
Susan Miskelly
Sydney Munn
Terri Hardin-Chisholm
Terry Hagen
Tonya Janicke
Tyler Williams
Whitney Shea



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*)
- Premium ChristmasVille gift
- \$100 off Rock Hill Christmas Parade entry fee (subject to city policies)
- Licensing agreement to use ChristmasVille logo
- 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 (brochure)
- Your name on Main Street street pole banner and select event signage
- Recognition posts on appropriate social media - 5

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)
- Premium ChristmasVille gift
- \$100 off Rock Hill Christmas Parade entry fee (subject to city policies)
- Licensing agreement to use ChristmasVille logo
- 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 Main Street street pole banner and select event signage
- Recognition posts on appropriate social media - 4

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
- Premium ChristmasVille gift
- \$100 off Rock Hill Christmas Parade entry fee (subject to city policies)
- Licensing agreement to use ChristmasVille logo

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 Main Street street pole banner 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
- ChristmasVille gift
- \$100 off Rock Hill Christmas Parade entry fee (subject to city policies)
- Licensing agreement to use ChristmasVille logo

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 Main Street street pole banner 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
- ChristmasVille gift
- Licensing agreement to use ChristmasVille logo

Visibility and Promotion

- Your name & web link on sponsor page
- Your logo displayed on sponsor banner and back of volunteer shirt
- Your logo on select festival marketing collateral
- Your name on Old Town street pole banner 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		
Name on Select Festival Signage		
Name on Select Festival Marketing Collateral		
Customized Value-Added Opportunities		
One Recognition Post of Social Media		
ChristmasVille Gift		
Single Entry Fee to RH Christmas Parade *Subject to City Policies		
Licensing Agreement to use ChristmasVille Logo		
ChristmasVille Collector Pins	2	2
Kick-Off Breakfast Tickets	2	2
VIP Party Tickets	2	2
Opening Ceremony Seating		
Sponsor Lounge Access	2	2
Carriage Ride		
SANTA: Night Before ChristmasVille tickets - 2 families		
Festival Collateral (Posters, Rack Cards)		



Holly \$500



Tinsel \$250

Name and Link on Sponsor Page	●	●
Name on Old Town Street Pole Banner	●	
Name on Select Festival Signage		
Name on Select Festival Marketing Collateral	●	
Customized Value-Added Opportunities		
Aggregate Recognition Post on Social Media	●	●
Exclusive ChristmasVille Gift		
Single Entry Fee to RH Christmas Parade *Subject to City Policies		
Licensing Agreement to use ChristmasVille Logo	●	●
ChristmasVille Collector Pins	2	2
Kick-Off Breakfast Tickets	2	2
VIP Party Tickets	2	2
Opening Ceremony Seating		
Sponsor Lounge Access	2	
Carriage Ride		
SANTA: Night Before ChristmasVille tickets		
Festival Collateral (Posters, Rack Cards)	●	●

CHRISTMASVILLE™

To apply to be a sponsor, please scan the QR code or visit the ChristmasVille website!



QUESTIONS?

Gracie Waldrop, Executive Director | ExecutiveDirector@ChristmasVilleRockHill.com

