

ROCKTON

CHRISTMAS



Greetings!

The 2020 Rockton Christmas Walk is back for another year of tradition and holiday cheer! Over the years, the event has grown to become a family tradition for residents and visitors alike, so we think we have adapted most events to be COVID-friendly. Those that aren't? They'll be back next year. This year's Christmas Walk is from Friday, December 4 through Sunday, Dec. 6.

New This Year - COVID! Here is the list of main event changes:

- 1. Winnebago County Health Department-approved Santa visits (more like walk-bys with a brief, distanced opportunity for photo opps) and carriage rides at Settlers Park.**
- 2. The lighted parade is now Lighted Displays at Settlers Park for visitors to walk the paths and enjoy through the month of December.**
- 3. The Hot Cocoa Crawl tickets will include the much-loved mug with spoon and special ingredients to make unique concoctions at home.**
- 4. No organized Friday night pub crawl or kids caroling and lighting of the park at Village Green on Saturday.**

Event Listings - You will find 30" x 40" poster kiosks around downtown during Christmas Walk weekend. These event kiosks will feature all the events as well as a detailed map showing event locations. You can also expect the same map (but smaller) to be posted inside area businesses in the weeks before the event. Advance notice of the events will be listed on the event website www.rocktonchristmaswalk.com as well as Facebook. Additional print and media promotion will occur as funds allow.

Sponsorships - It's a weird year, and your budgets are tight. Same as last year - there is flexibility to pay sponsorship into the new year. The deadline to submit completed forms is **Friday, November 20**.

Thank you for taking the time to consider sponsoring the Rockton Christmas Walk. Without your financial assistance, the Village of Rockton would not be able to manage community events like the Christmas Walk. **A HUGE thank you for helping make Rockton the small town people love to live in and visit!**

Questions? Concerns? Please reach out at any time at 815-624-0935 or diduch@rocktonvillage.com. In these COVID times, please do not hesitate to use my cell phone at 815-260-0133 for quick access as regulations/recommendations/life in general is always changing.

Sincerely,

Tricia Diduch
Rockton Christmas Walk Manager
Village of Rockton



Sponsorship Opportunities

CONTACT US TODAY

JOIN US THROUGH ONE OF THESE PREMIER SPONSORSHIP OPPORTUNITIES
815-624-0935 • diduch@rocktonvillage.com

ANGEL \$100

1. Your event listed on the official event poster and website; and
2. Lighted display entry (please fill out parade form and fee will be waived).

MISTLETOE \$250

Every from Angel, plus:

3. Company featured on the Rockton Christmas Walk social media pages; and
4. Company name and logo on the event poster listing.

CANDY CANE \$500

Everything from Mistletoe, plus:

5. Company logo on Hot Cocoa Crawl mugs; and
6. Five Hot Cocoa Crawl mugs.

REINDEER \$750

Everything from Candy Cane, plus:

7. Company logo on Lighted Display entry banner at Settlers Park; and
8. An additional five Hot Cocoa Crawl mugs.

PRESENTING \$1000

Everything from Reindeer plus:

9. Lighted Display Facebook event listing with company in title; and
10. An additional five Hot Cocoa Crawl mugs.

CHRISTMAS *Walk*

Sponsor Form



Name as you want it to be listed		
Address		Phone
City	State	ZIP
Email	Website	
Contact Person		

Select Your Sponsor Level

- | | |
|---|--|
| <input type="checkbox"/> Angel - \$100 | <input type="checkbox"/> Reindeer - \$750 |
| <input type="checkbox"/> Mistletoe - \$250 | <input type="checkbox"/> Presenting - \$1000 |
| <input type="checkbox"/> Candy Cane - \$500 | |

Payment Information

Total

Cash Check Invoice

MC VISA Discover

If paying by credit card, please note an additional 2.75% fee will be added.

Credit Card #

Return by November 20, 2020
Email: diduch@rocktonvillage.com
Mail: Village of Rockton
Attn: Tricia Diduch
110 E. Main St.
Rockton, IL 61072

Signature

Billing ZIP	Exp	CID
-------------	-----	-----

Date

CHRISTMAS Walk



Event Form

Please use this form to submit information for your event along with your sponsorship donation to Christmas Walk. **Deadline for event inclusion on printed materials is Friday, November 20.** Entries received after this date are not guaranteed inclusion on print materials or website.

Please include this form with the Sponsorship Form noting Angel sponsorship or greater. Want better exposure for your event or special offer? Consider the Mistletoe or Candy Cane level for added digital and print exposure.

Your community support through the Rockton Christmas Walk is greatly appreciated. Thank you for your dedication.

Event Name		
Event Location		Event Date/Time
City	State	ZIP
Email	Website	
Phone # (for print)	Event Cost(s)	
Event Description (25 words or less)		

Contact Information *not for publication*

Contact Name	Email	
Address	Phone	
City	State	ZIP

CHRISTMAS *Walk*



Lighted Display Form

As in all things 2020 this year, we pivot! Instead of the lighted parade, we will have provide lighted display space for interested businesses and organizations at Settlers Park. Starting Dec. 4, visitors will be able to visit the Settlers Park walking paths through the month of December to see participating organizations' and businesses' lighted displays. Each space will be approximately 10' wide by 20' deep. To reserve your space, **please complete this form and return no later than Tuesday, November 24.** You can begin building your display at the park on Friday, Nov. 27. It must be complete and functional by Thursday, Dec. 3.

Lighted display entry is \$25. Lighted display specifications and instructions will be sent via email to the contact person listed below. If you have any questions, please contact Christmas Walk event manager, Tricia Diduch at diduch@rocktonvillage.com or 815-624-0935 or 815-260-0133.

Contact Person		
Business Name		
Name of Entry		Display Theme
Address		
City	State	ZIP
Email	Phone #	

Payment Information

Total

Cash	<input type="checkbox"/>	Check	<input type="checkbox"/>	Invoice	<input type="checkbox"/>
MC	<input type="checkbox"/>	VISA	<input type="checkbox"/>	Discover	<input type="checkbox"/>

If paying by credit card, please note an additional 2.75% fee will be added.

Return by Nov. 24, 2020
Email: diduch@rocktonvillage.com
Mail: Village of Rockton
Attn: Tricia Diduch
110 E. Main St.
Rockton, IL 61072

Credit Card #

Signature

Billing ZIP	Exp	CID
-------------	-----	-----

Date
