

ROCKTON
CHRISTMAS
Walk



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, weekend attendance being well over 5,000 attendees. This year's Christmas Walk is from Friday, December 4 through Sunday, Dec. 6

New This Year - The hot chocolate crawl was a huge hit in its first year in 2018, so we have expanded the event capacity this year. **The presenting sponsor will get their company logo on the cute mugs!**

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 sponsorship funds allow.

Sponsorship Deadline - In order to receive all promised sponsorship perks, the deadline to submit completed forms is **Friday, November 1**. Sponsorships accepted after this date are not guaranteed inclusion on any print materials.

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 event poster and website; and
2. Parade entry (please fill out parade form and fee will be waived).

MISTLETOE \$250

Every from Angel, plus:

3. Company logo featured on the Rockton Christmas Walk website as well as linked to via the Rockton Christmas Walk Facebook page; and
4. Company name and logo on the event poster listing.

CANDY CANE \$750

Everything from Mistletoe, plus:

5. Company mentioned on all event public relations and news media;
6. Company representative to be a judge at the Lighted Parade.

REINDEER \$1500

Everything from Candy Cane, plus:

7. Company signage at the Lighting of the Park at Village Green Park;
8. Company mentioned on all event PR & news media; and

PRESENTING \$3000

Everything from Reindeer, plus:

9. Company logo on Hot Cocoa Crawl mugs and named within Cocoa Crawl Facebook event listing;
10. Grand Marshall (first in parade lineup) during the Lighted Parade; and
11. Several minutes spent highlighting company by Lighted Parade emcee at beginning of parade.

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 - \$1500 |
| <input type="checkbox"/> Mistletoe - \$250 | <input type="checkbox"/> Presenting - \$3000 |
| <input type="checkbox"/> Candy Cane - \$750 | |

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 #

Billing ZIP	Exp	CID
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Return by November 1, 2019
Email: diduch@rocktonvillage.com
Mail: Village of Rockton
Attn: Tricia Diduch
110 E. Main St.
Rockton, IL 61072

Signature

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 13.** 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



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.**

Lighted display entry is \$25. Lighted display 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	Appx. Length of Float	
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
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Date
