

R O C K T O N

CHRISTMAS



2021

Greetings!

The 2021 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. While COVID remains ever present, we anticipate being able to host all activities this year. This year's festival weekend is Friday, December 3 through Sunday, Dec. 5.

New Additions This Year:

- 1. The Lighted Displays at Settlers Park last year were a huge hit and are back for another year. These will stay up for the month of December with improved operations on our end.**
- 2. The Lighted Parade and Ugly Sweater Pub Crawl are back!**
- 3. The Hot Cocoa Crawl returns in-person. Should COVID regulations change, we will pivot to last year's "at home" version.**
- 4. An enhanced luminary operation for residents to light up the neighborhood walks.**

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 been another weird year, and budgets are still tight. Same as last year - there is flexibility to pay sponsorship into the new year. The deadline to submit completed forms is **Friday, November 19**.

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. Complimentary Lighted Display or Lighted Parade entry (please fill out parade form and fee will be waived).

MISTLETOE \$250

Everything from Angel, plus:

3. Company featured on the Rockton Christmas Walk website and social media pages; and
4. Complimentary Lighted Display **and** Lighted Parade entry.

CANDY CANE \$500

Everything from Mistletoe, plus:

5. Company logo on Lighted Display entry banner at Settlers Park; and
6. Company name and/or logo on the event poster listing and kiosks.

REINDEER \$750

Everything from Candy Cane, plus:

7. Prominent company placement at Lighted Display visible from Hawick St.; and
8. Five Hot Cocoa Crawl mugs.

PRESENTING \$1000

Everything from Reindeer, plus:

9. Company logo on Hot Cocoa Crawl mugs; and
10. Ten Hot Cocoa Crawl tickets, including the mugs.

GRAND MARSHALL \$2000

Everything from Presenting, plus;

11. Grand marshall of the Lighted Parade (first position in parade); and
12. Participation of company in Good Day Stateline promotional segment airing on Dec. 1, 2021.

CHRISTMAS *Walk*

Sponsor Form

2021

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 | Grand Marshall - \$2,000 |

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 19, 2021
Email: diduch@rocktonvillage.com
Mail: Village of Rockton
Attn: Tricia Diduch
110 E. Main St.
Rockton, IL 61072

Signature

Date

CHRISTMAS *Walk* | 2021

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 19.** 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*

2021

Parade Form

As one of the major attractions of the Rockton Christmas Walk weekend, the Lighted Parade is an eagerly anticipated event by young and old. It is attended by several thousand excited onlookers. Please join us by displaying your float in the Lighted Parade on Saturday, Dec. 4. The parade begins at 6 pm. To enter your float, **please complete this form and return no later than Tuesday, November 30.**

Parade entry is \$25. You will be placed in the order of which you arrive (unless you are the Grand Marshall sponsor who is first). Parade 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.

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. 30, 2021
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

CHRISTMAS *Walk*

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Lighted Display Form

One of few silver linings to COVID, the Lighted Displays at Settlers Park quickly became a fun activity that has become much beloved all around. Starting Dec. 3, 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 23**. You can begin building your display at the park on Friday, Nov. 26. It must be complete and functional by Thursday, Dec. 2.

Lighted display entry is \$50. 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. 23, 2021
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
