

SANTA ROSA METRO CHAMBER'S WINTER LIGHTS

COURTHOUSE SQUARE
DOWNTOWN SANTA ROSA TREE LIGHTING CELEBRATION

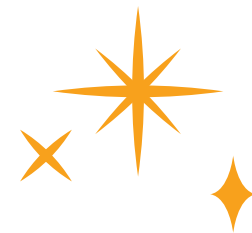
NOVEMBER 27 | 4:00-7:00PM

Sponsorship Opportunities

Few traditions shine brighter than the Santa Rosa Metro Chamber's Winter Lights Annual Tree Lighting. For over 40 years, this free, family-friendly event transforms Courthouse Square into a festive hub of community connection—featuring live entertainment, children's activities, local food and drink, photos with Santa, and the official lighting of the tree.



2026 SPONSORSHIP		Presenting Sponsor \$25,000	Lv 1 \$10K	Lv 2 \$5K	Lv 3 \$2.5K
PRIME VISIBILITY Sponsor logo locked to event logo. Weeks of visibility on the Square. Included in all mentions of event.					
On-Site Visibility	On-stage opportunity to speak at event				
	On-screen video commercial				
	Still slide on big screen				
	Logo on shared sponsor slide				
	Logo placement on Courthouse Square signage				
	Complimentary booth(s) on-site during the event	3	1	1	
Advertising	Logo on Santa photos				
	Inclusion in online ads				
	Opportunity for on-air interviews				
	Inclusion in radio ads				
	Inclusion in print ads				
	Opportunity for social media collaboration				
	Sponsor logo and link on website event listing				



BECOME A SPONSOR

This event is made possible with the support of local businesses like yours.

Your sponsorship does more than fund a stage or activities—it helps sustain a vibrant downtown economy, drives foot traffic to local storefronts, and keeps a beloved community tradition accessible for all. Held during one of the busiest retail weekends of the year, this high-profile event draws families and shoppers downtown, creating powerful visibility for your business and meaningful impact for our city.

By aligning economic development with civic experience, the Santa Rosa Metro Chamber and your business cultivate a downtown where businesses thrive and residents feel at home—a place where economic vitality and community belonging go hand in hand.

PLEASE CALL OR EMAIL TO DISCUSS YOUR LEVEL OF COMMITMENT:

Christopher Kren-Mora

Event & Community Engagement Manager
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SANTA ROSA METRO
CHAMBER