

Dear Business Owner,

Happy holidays! It's hard to believe that the holidays are just around the corner, and with them, the annual ***Yorkville Holiday Celebration!***  
(Friday, November 21 & Saturday, November 22)

This unique Yorkville tradition is a highly anticipated, wildly popular community event that kicks off the Holiday Season with fun, festive family-friendly events throughout the weekend.

***What makes this event so unique?***

The Holiday Celebration is designed with the goal of creating joyful moments and life-long memories for the community, and that is why so many choose to make attending this event a family tradition. We spark magic through activities including Visits with Santa, Holiday Parade, Tree Lighting Ceremony, Rudolph Run 5K, Jingle Jog Family Fun Run, and more!

***Are you ready to help spread the cheer?***

The Yorkville Parks and Recreation Department is excited to offer you an incredible opportunity to do just that by helping you cut through the marketing noise of the season to get your business directly in front of your local audience. We know this is the busiest time of the year, and by sponsoring the Yorkville Holiday Celebration, you can let us do the heavy lifting for you by getting your business name out in front of your community so that you can focus your time and energy where you need it.

Enclosed is a quick overview of each sponsorship level, with a full explanation of the benefits available by scanning the QR code. Available to you are several new sponsorship levels offering various exposure opportunities and price points to fit your marketing budget and needs. Your sponsorship will give your business immense exposure in Yorkville and the surrounding communities, while also providing fun family memories and sparking holiday cheer for those who attend!

If you do not see a sponsorship that fits your needs or if you have additional questions, contact us at [sponsorship@yorkville.il.us](mailto:sponsorship@yorkville.il.us) to discuss further.

View a complete schedule of events online at [Yorkville.il.us/HolidayCelebration](http://Yorkville.il.us/HolidayCelebration).

Sincerely,  
Yorkville Parks and Recreation Department



## Contact Us

YORKVILLE PARKS & RECREATION

Address: 651 Prairie Pointe Dr  
Yorkville, IL 60560

Phone: 630.553.4350

Website: [Yorkville.il.us](http://Yorkville.il.us)

Social Media: @YorkvilleParksandRec

E-mail: [Sponsorship@yorkville.il.us](mailto:Sponsorship@yorkville.il.us)

Yorkville  
**HOLIDAY**  
*Celebration*  
**Nov. 21 & 22, 2025**

# Sponsorship

## OPPORTUNITY HIGHLIGHTS

Please Return the Sponsorship Form by  
**October 17** to:

Yorkville Parks & Recreation  
Attn: Sponsorship & Marketing  
651 Prairie Pointe Dr  
Yorkville, IL 60560

### ☐ PRESENTING

\$1500

- Exclusive (2 available)
- Logo on All Sponsorship materials & signs
- Highlighted at Tree Lighting & Rudolph Run
- Logo on banner in highest traffic area

### ☐ REINDEER

\$300

- 1 Free entry in Rudolph Run 5K
- Logo on banner at Rudolph Run Start/Finish
- Logo on select Rudolph Run 5K media ads

### ☐ LIGHT UP THE NIGHT

\$750

- Logo on event signage at Riverfront Park during the week leading up to the event
- Logo on Rudolph Run 5K Banner at race
- Logo on Santa's float in the parade
- Logo on select media ads for Light Up the Night Parade
- Logo signage near Santa's workshop during visits

### ☐ STOCKING STUFFER

\$75

- Name on large All Sponsors banner
- Opportunity to include items in the Jingle Jog goodie bags

### ☐ TREE

\$500

- Logo on banner near the City's 22-foot tree for the event & duration of the season
- Business thanked during the Tree Lighting Ceremony

### ☐ SANTA'S HELPER

\$400

- Online exposure
- Name on Santa's float
- Logo on banner by Santa's workshop at Recreation Building on Hydraulic Ave

### ☐ HOT COCOA BAR

\$300

- Exclusive Sponsorship
- Naming Rights
- Name and logo on signage near the cocoa bar station for both races

### ☐ MEDIA (IN-KIND)

- Opportunity to place branded items in the Jingle Jog goodie bag
- Name on large non-exclusive All Sponsors Banner



For a full list of benefits and  
sponsorship levels, scan the QR code

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: (\_\_\_\_) \_\_\_\_\_

Sponsorship Type: \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_

Payment Method:

Check # \_\_\_\_\_ Cash \_\_\_\_\_

Credit Card payments are accepted over the  
phone by calling 630.553.4350

Signature \_\_\_\_\_

Make Checks Payable To:  
**Yorkville Recreation Department (YRD)**

For more information, please contact our  
Sponsorship & Marketing Team  
Phone: 630-553-4350 or  
email: [sponsorship@yorkville.il.us](mailto:sponsorship@yorkville.il.us)



All sponsorships must be secured by October 17.

# Sponsorship 2025 OPPORTUNITIES

## INCLUDED WITH ALL SPONSORSHIPS:

Name inclusion on All Sponsors Banner placed in Downtown Yorkville and near the Holiday Races, and included in "Thank You" announcements.

Online exposure including sponsor's names, logos, and a link to their website on the City of Yorkville's Holiday Celebration webpage, which can be found at [Yorkville.il.us/HolidayCelebration](http://Yorkville.il.us/HolidayCelebration)

## PRESENTING: \$1500

**SPONSORSHIP FILLED**

- Exclusive sponsorship (2 available)
- Logo on banner placed at the highest traffic area at Riverfront Park
- Logo included on **ALL** Holiday Celebration general event signage
- Logo included on **ALL** promotional materials highlighting the general event including:
  - Facebook images, posts, & events
  - Flyers
  - Website
  - Event flyers and schedules
  - Various signage throughout the event
- Receives two (2) Rudolph Run 5K shirts **if secured by October 3rd**
- Business highlighted as a sponsor during the Tree Lighting Ceremony, Rudolph Run 5K, and Jingle Jog Family Fun Run events
- Logo included on the "Thank You" inserts in the goodie bags handed out to all race participants
- Opportunity to include branded and/or promotional items in the goodie bags for both races

## LIGHT UP THE NIGHT: \$750

- Logo included on select promotional materials for the Light Up the Night Parade
- Logo on the event banner displayed at Riverfront Park the week leading up to the event
- Logo on select social media highlighting the parade
- Logo on Santa's Parade float
- Logo on Rudolph Run Banner
- Business highlighted and thanked as a sponsor during the Tree Lighting Ceremony (Friday) and Rudolph Run 5K (Saturday)
- Opportunity to include promotional and/or branded materials in the race swag bags for the Rudolph Run 5K and the Jingle Jog Family Fun Run
- Logo on signage placed near Santa's workshop during the Visits with Santa at the American Legion



*Santa Claus is coming to town!*



Yorkville  
**HOLIDAY**  
Celebration

Nov. 21 & 22, 2025

# Sponsorship 2025 OPPORTUNITIES

## **TREE: \$500**

- Name and/or logo on banner placed near the City's 22-foot tree at Riverfront Park
  - Banner by tree remains up at the park throughout the holiday season
- Business thanked during Tree Lighting Ceremony
- Logo on select promotional materials highlighting the Tree Lighting Ceremony
- Opportunity to include promotional and/or branded materials in the goodie bags for the Rudolph Run 5K and the Jingle Jog Family Fun Run



## **SANTA'S HELPER: \$400**

- Logo on signage placed near Santa's workshop during the Visits with Santa at the American Legion
- Business name on Santa's float in the parade
- Logo included on select promotional materials highlighting Santa's appearance during the event



*Picture-perfect Visits with Santa!*

## **HOT COCOA BAR: \$300**

- **Exclusive sponsorship**
- Naming rights to the Hot Cocoa Bar
- Name and/or logo on signage placed at the Hot Cocoa Bar station at American Legion
  - Hot Cocoa Bar available to all participants in the Rudolph Run and the Jingle Jog Family Fun Run while supplies last
- Name on select promotional materials highlighting the Holiday Races
- Opportunity to place branded and/or promotional materials in the goodie bags for both races



*Rudolph Run 5K*



# Sponsorship 2025 OPPORTUNITIES

## REINDEER: \$300

- One (1) free entry in the Rudolph Run 5k
  - **Shirt included if secured by October 3rd**
- Logo on banner placed near start/finish line during the Rudolph Run 5K
- Logo on select promotional materials highlighting the Rudolph Run 5K
- Business highlighted as a sponsor during the 5K
- Logo included on "Thank You" page inside the Rudolph Run 5K goodie bag
- Opportunity to include promotional and/or branded materials in the goodie bag for the 5K



*Making spirits bright!*



## STOCKING STUFFER: \$75

- Name on large Sponsors banner placed at Tree Lighting Ceremony and Holiday Races
- Opportunity to include branded and/or promotional items in the Jingle Jog goodie bags

## MEDIA: IN-KIND

- Name on large Sponsors banner placed at Tree Lighting Ceremony and Holiday Races
- Opportunity to include branded and/or promotional items in the Jingle Jog goodie bags
- Option to broadcast live from the event



## SPONSORSHIPS WITH RACE GOODIE BAG RIGHTS:

Hard deadline for **ALL** materials for inclusion in the race and run goodie bag(s) for is **Wednesday, November 5**. Materials **MUST** be delivered to City Hall no later than **November 5, 2025** for inclusion.

# YORKVILLE HOLIDAY CELEBRATION PARADE

## FRIDAY, NOVEMBER 21

### FREE MARKETING OPPORTUNITY!

### PARTICIPATE IN THE HOLIDAY CELEBRATION PARADE!

Everyone is eligible to have a float within the parade and all interested participants are encouraged to contact the Yorkville Parks and Recreation Department ([Recreation@Yorkville.il.us](mailto:Recreation@Yorkville.il.us)) to confirm a space within the parade. Floats will be accepted the day of the parade as space allows and are highly encouraged to incorporate holiday lights to illuminate their float as it will be dark during the parade.

As Santa will already have a float in the parade and is helping at the Tree Lighting immediately following the parade, we do ask that **no additional Santas** be incorporated into other floats.

Floats should meet at Riverfront Park at the east end of Hydraulic Avenue near the playground starting at 5:45pm, with the parade scheduled to begin at 6:30pm.

Floats will be placed within the parade on a first come, first serve basis.



# Jingle Jog &

Family Fun Run.

# RUDOLPH RUN 5K



FOLLOW US ON  
FACEBOOK

@FACEBOOK.COM/YORKVILLEPARKSANDREC

REGISTRATION OPENS ON JULY 7 FOR THE **RUDOLPH RUN 5K (10:00AM)** AND  
**JINGLE JOG FAMILY FUN RUN (12:30PM)** ON NOVEMBER 22!

KEEP AN EYE ON THE YORKVILLE PARKS AND RECREATION FACEBOOK PAGE  
FOR RACE AND REGISTRATION UPDATES!

FOR MORE INFORMATION: [YORKVILLE.IL.US/HOLIDAYCELEBRATION](http://YORKVILLE.IL.US/HOLIDAYCELEBRATION)