



COME HOME TO LAURENS

SPONSORSHIP OPPORTUNITIES

Laurens, South Carolina, is a place where tradition and community thrive, especially during the holidays. This year, we invite you to 'Come Home to Laurens' to celebrate the season with us. Starting the first weekend in December, our festive kickoff includes the annual tree lighting, Christmas parade, and family events. Laurens isn't just another city on the map; it's a place where memories are made, where every corner has a story to tell, and where each event brings the community together in celebration.

As Laurens continues to grow, so do the opportunities for businesses and individuals to be a part of its story. With a calendar full of events that draw crowds from near and far, Laurens is more than just a destination; it's a community that welcomes you with open arms.

By sponsoring, you're not just supporting an event—you're becoming part of Laurens' story.

CHRISTMAS EVENT HIGHLIGHTS

Downtown Laurens Christmas Market -

Friday, December 6th, 3:00 pm - 8:30 pm / Saturday, December 7th, 10:00 am - 2:00 pm

Come spend the weekend in Downtown Laurens! Enjoy our festive Christmas Market featuring local vendors, unique gifts, holiday treats, and much more. It's the perfect way to kick off your holiday shopping while soaking in the Christmas spirit. Make sure to bring the whole family and experience all that Downtown Laurens has to offer this holiday season!

Downtown Laurens Tree Lighting Event - Friday, December 6th, 6:00 pm - 8:30 pm

Kick off the season with a festive evening that includes carriage rides, a special Santa's Village that features fun for all ages, a tree lighting ceremony, a special visit from Santa Claus & Mrs. Claus, heartwarming carols, and a vibrant Christmas Market featuring local vendors.

City of Laurens Christmas Parade - Saturday, December 7th, 4:00 pm - 5:30 pm

Join us for a spectacular Christmas parade, with a special Grand Marshal, festive floats, and, of course, Santa himself spreading holiday cheer.

Family Movie Night - Monday, December 23rd, 6:00 pm

Enjoy a cozy night at The Capitol Theatre with a classic family movie, complete with free popcorn, drinks, and candy for all attendees. Movie Titles TBD!

Christmas Weekends with Santa's Village & Main Street Laurens

Throughout December, enjoy a series of weekend events in partnership with Main Street Laurens, perfect for holiday shopping, dining, and soaking in the seasonal ambiance. Also, Santa's Village will continue to be open with a variety of vendors and backdrops for those perfect holiday moments to capture and cherish forever!



COME HOME TO LAURENS

SPONSORSHIP OPPORTUNITIES

NORTH STAR PRESENTING SPONSOR \$6,500

Exclusive headliner benefits, including prime logo placement in Santa's Village, Toy Depot and all media promotions.

- Exclusive headliner benefits, including prime logo placement in Santa's Village, Toy Depot and all media promotions.
- Headliner Logo Placement in media campaign with Upstate SC and Local Laurens media:
 - WSPA
 - GoLaurens.com
 - Laurens Advertiser
- WLBG Radio
- Highlighted mention of sponsor at Tree Lighting ceremony.
- Exclusive logo placement on the Special Events page with a link to the sponsor's choice of website or social media.
- Exclusive logo placement in Santa's Village. [This is only for headliner sponsor]
- Logo placement in Santa's Village, grouped by sponsor levels unless otherwise indicated.
- Exclusive logo placement in Mayor's Youth Council area of Santa's Village: 'Toy Depot'
- Logo placement in all social media promotions of the Holiday Events: Tree Lighting, Christmas Parade, Christmas Movies at The Capitol Theatre.

Exclusivity Disclaimer:

At the North Star Presenting Sponsor level, exclusivity will be granted within specific business categories to ensure optimal visibility and value. However, businesses in the same category may participate at other sponsorship levels (e.g., Winter Wonderland or Holiday Cheer Sponsor), as long as no two sponsors at the same level represent identical services.

WINTER WONDERLAND SPONSOR \$4,500

Prominent exposure across key media platforms and social channels, along with featured presence in Santa's Village.

- Logo Placement in media campaign with Upstate SC and Local Laurens media:
 - WSPA
 - GoLaurens.com
 - Laurens Advertiser
 - WLBG Radio
- Logo placement on the Special Events page with a link to the sponsor's choice of website or social media.
- Logo placement in Santa's Village, grouped by sponsor levels unless otherwise indicated.
- Logo placement in all social media promotions of the Holiday Events: Tree Lighting, Christmas Parade, Christmas Movies at The Capitol Theatre.

**CONTACT LISA CANADA FOR SPONSORSHIP DETAILS:
LCANADA@CITYOFLAURENSSC.COM**



COME HOME TO LAURENS SPONSORSHIP OPPORTUNITIES

SANTA'S HELPER SPONSOR \$2,000

Valuable media exposure in local channels and inclusion in social promotions.

- Logo Placement in media campaign with Local Laurens media:
- GoLaurens.com
- Laurens Advertiser
- WLBG Radio
- Logo placement on the Special Events page with a link to the sponsor's choice of website or social media.
- Logo placement in Santa's Village, grouped by sponsor levels unless otherwise indicated.
- Logo placement in all social media promotions of the Holiday Events: Tree Lighting & Christmas Parade

ELF SPONSOR \$1,000

Engagement in event promotions and grouped logo placement in Santa's Village.

- Logo placement on the Special Events page with a link to the sponsor's choice of website or social media.
- Logo placement in Santa's Village, grouped by sponsor levels unless otherwise indicated.
- Logo placement in all social media promotions of the Holiday Events: Tree Lighting & Christmas Parade

HOLIDAY CHEER SPONSOR \$500

Inclusion in Santa's Village displays and digital promotions.

- Logo placement on the Special Events page with a link to the sponsor's choice of website or social media.
- Logo placement in Santa's Village, grouped by sponsor levels unless otherwise indicated.

