



Christmas in **EATONTON**

Saturday, December 12, 2026

4:00pm-8:00pm

2026 Sponsorship Information



Advertise your business.



Participate in community events.



Visit Our Website

www.DowntownEatonton.com



Christmas in **EATONTON**



Thank you for your interest in sponsoring the Christmas in Eatonton. I am excited about this year's holiday season, and I hope you are, too. I am also excited about your partnership with Eatonton Main Street in 2026. I know your business will benefit greatly from your sponsorship and your involvement with the Christmas in Eatonton. Please feel free to contact me if you have any questions.

Lauren Singleton, LPM
Main Street Manager
Eatonton Main Street
706.749.9150
director@downtowneatonton.com



Christmas in **EATONTON**

ABOUT THE CHRISTMAS PARADE

Over the years, the City of Eatonton's annual Christmas Parade has always taken place on the second Saturday in December, rain or shine. The Parade is one of the most anticipated and most attended events each year.

Residents and visitors look forward to this annual tradition in Downtown Eatonton, and we hope you will, too.



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ABOUT THE CHRISTMAS MARKET

After the Christmas Parade passes through Downtown Eatonton, guests will be able to visit with Santa Claus on the lawn of the Putnam County Courthouse.

Also, arts & crafts vendors will be available on the Courthouse lawn for guests to do some last minute Christmas shopping.



SPONSORSHIP LEVELS

Presenting Sponsor \$5,000

- Business representative to officially kick-off the events and welcome attendees at each of the events.
- Business float in the Parade in front of Santa Claus.
- Business representatives walking in the Parade.
- Prominent business logo placement on all of the port-a-potties.
- Prominent business logo placement on event signage.
- Prominent business logo placement on event website.
- Prominent business recognition on the event sponsor listings.
- Prominent business recognition on ALL event advertising and promotional materials.
- Two business promotional booths (each space is 10'x10') at the Christmas Market.
- Prominent business recognition on ALL Eatonton Main Street Social Media (over 14,000 followers).
- Prominent business recognition on ALL Eatonton Main Street event e-blasts (over 4,800 subscribers).
- Opportunity to distribute promotional items to event goers.

Santa Sponsor \$3,000

- Named the presenting sponsor of the photos with Santa after the Parade.
- Business float in the Parade.
- Business representatives walking in the Parade.
- Prominent business logo placement on all of the port-a-potties.
- Prominent business logo placement on event signage.
- Business logo placement on event website.
- Prominent business recognition on the event sponsor listings.
- Prominent business recognition on ALL event advertising and promotional materials.
- Two business promotional booths (each space is 10'x10') at the Christmas Market.
- Prominent business recognition on ALL Eatonton Main Street Social Media (over 14,000 followers).
- Prominent business recognition on ALL Eatonton Main Street event e-blasts (over 4800 subscribers).
- Opportunity to distribute promotional items to event goers.

SPONSORSHIP LEVELS

Mistletoe Sponsor \$2,500

- Business float in the Parade.
- Business representatives walking in the Parade.
- Business logo placement on all of the port-a-potties.
- Business logo placement on event signage.
- Business logo placement on event website.
- Business recognition on the event sponsor listings.
- Business recognition on event advertising and promotional materials.
- One business promotional booth (space is 10'x10') at the Christmas Market.
- Business recognition on Eatonton Main Street Social Media (over 14,000 followers).
- Business recognition on Eatonton Main Street event e-blasts (over 4,800 subscribers).
- Opportunity to distribute promotional items to event goers.

Stocking Sponsor \$1,500

- Business name on event website.
- Business recognition on the event sponsor listings.
- Business recognition on ALL event advertising and promotional materials.
- One business promotional booths (each space is 10'x10') at the Christmas Market
- Business recognition on ALL Eatonton Main Street Social Media (over 14,000 followers).
- Business recognition on ALL Eatonton Main Street event e-blasts (over 4,800 subscribers).
- Opportunity to distribute promotional items to event goers.

Port-A-Potties Sponsor \$1,000

- Prominent business logo placement on all of the port-a-potties.
- Business name on event website.
- Business recognition on the event sponsor listings.
- Business recognition on ALL Eatonton Main Street Social Media (over 14,000 followers).
- Business recognition on ALL Eatonton Main Street event e-blasts (over 4,800 subscribers).



Sponsorship Contract

I, _____, agree to pay the following amount as a representative of the business stated below to become a sponsor of Christmas in Eatonton.

Business Name: _____

Address: _____

Phone Number: _____

Email: _____

Sponsorship Amount: _____

Signature: _____

Date: _____

Please make all checks payable to the City of Eatonton.