



Midland's Merry Lights Corporate & Community Sponsorship Commitment Form

Midland's Merry Lights has quickly become a shining highlight of the holiday season in our community. This festive downtown light display and celebration draw enthusiastic crowds, hundreds of visitors each night throughout the season, and over 10,000 attendees for the annual Tree Lighting Ceremony and Christmas Market. Such tremendous attendance reflects the event's growing popularity and the strong community spirit it inspires. By sponsoring Midland's Merry Lights, your business can share this success, gaining valuable exposure and goodwill while helping us expand a newly beloved tradition.

Event Overview

Midland's Merry Lights is an annual winter wonderland experience hosted by the City of Midland in Centennial Park, in partnership with the Midland Downtown Park Conservancy. Now a marquee holiday event for Midland, it features nightly light displays and programming, a family-friendly atmosphere, and special attractions commencing in the Christmas Tree Lighting Ceremony & Christmas Market. At the tree lighting event, thousands gather to enjoy live performances, shop from local vendors, delight in food trucks, meet Santa, and watch as the downtown Christmas tree is illuminated in a grand moment of community celebration. The 2025 season saw crowds in the hundreds each evening enjoying the lights, with approximately 10,000 people attending the Tree Lighting Ceremony and Christmas Market night.

This outstanding turnout demonstrates the impact and reach a sponsorship can have. Midland's Merry Lights offers sponsors a unique opportunity to align with a joyful community tradition that garners extensive visibility, including local media coverage and city promotion. Your support directly contributes to covering the costs of the elaborate light installations, entertainment, and operations that make this event free and magical for the public. In short, sponsoring Midland's Merry Lights is not just a marketing opportunity, it's an investment in our community's holiday spirit and quality of life.

Sponsorship Levels & Benefits

We offer several sponsorship levels designed to reflect the scale of the event's costs and to fit a range of budgets. Each level comes with specific high-impact benefits and recognition, ensuring that sponsors receive tangible value and appreciation for their support. *(All levels include baseline recognition on the event website and social media; higher tiers include additional perks as noted.)* Please select one below by checking the box next to the indicated sponsor level.

☐ Northern Star Sponsor – \$275,000 (Title Naming Sponsor – Exclusive)

- Exclusive naming rights to the entire event (e.g., “Your Company Presents Midland’s Merry Lights”).
- Premier logo placement on all event signage, banners, and promotional materials.
- Recognition in media coverage (press releases, TV/radio mentions) as the Title Sponsor.
- On-stage participation in the Tree Lighting Ceremony.
- Dedicated booth space at the Christmas Market.
- VIP hospitality event and seating for the Tree Lighting Ceremony.
- Company-branded signage next to the Official Midland Christmas Tree at Centennial Park.

(This title sponsorship is limited to one sponsor to ensure exclusivity.)

☐ Winter Wonderland Sponsor – \$100,000

- Logo on event signage and marketing materials in high-traffic areas.
- Recognition in event announcements and promotional content.
- VIP hospitality event and seating for the Tree Lighting Ceremony.
- Company-branded signage next to a large lighted display item.

❑ Snowflake Sponsor – \$50,000

- Logo on select event signage and in event promotions.
- Recognition on printed materials, event websites, and social media.
- VIP hospitality event and seating for the Tree Lighting Ceremony.
- Company-branded signage next to a large lighted display item.

❑ Jingle Bell Sponsor – \$25,000

- Company-branded signage next to a lighted display item.
- VIP hospitality event and seating for the Tree Lighting Ceremony.
- Recognition on printed materials, event websites, and social media.

❑ Hot Chocolate Sponsor – \$10,000 SOLD OUT!

(Limited Opportunities – Sponsors One Weekend Night)

- Exclusive sponsor of one weekend night of holiday programming, including live music, hot chocolate, popcorn, Santa meet-and-greet, and event staffing.
- Recognition on signage at the event that night, including acknowledgment by event staff.
- Company name and logo featured on city and event websites and social media as a Hot Chocolate Night sponsor.

❑ Elf Sponsor – \$5,000

- Recognition on city and event websites and social media as a community sponsor.
- Logo placement on signage for horse-drawn carriages at Midland's Merry Lights, or other location of choosing.
- Logo placement on all printed material, website, and thank you information.

Additional Sponsor Benefits

In addition to the level-specific perks outlined above, we are pleased to offer the following general benefits to our sponsors:

- **Recognition Across Platforms:** *All sponsors*, regardless of level, will be recognized on the official City of Midland and Midland's Merry Lights website and social media (Facebook, Instagram, etc.). We will publicly thank and promote your business as part of our sponsor family, highlighting your commitment to the community.
- **On-Site Display Recognition:** *Sponsors at the \$25,000 level and above* (Jingle Bell, Snowflake, Winter Wonderland, Northern Star) will have custom signage placed next to a major light display within Centennial Park. This sign will feature your company's name or logo, giving you nightly exposure to the crowds enjoying the lights throughout the event duration. It's a visually striking way to showcase your support where everyone can see it.
- **VIP Experience:** *Sponsors at the \$25,000 level and above* (Jingle Bell tier and higher) are treated to a VIP seating area (seating will be limited) during the Tree Lighting Ceremony on December 1, 2026. This reserved section will offer your team, clients, or guests an excellent view of the performances and the moment of the tree lighting. It's our way of ensuring you can experience the magic of the event up close and comfortably as honored supporters.

(Note: The Title Naming Sponsor is a one-of-a-kind opportunity reserved for the Northern Star Sponsor only, to maintain exclusive naming rights.)

Flexibility and Commitment

We recognize that every business has unique goals and budgets. In addition to the defined levels above, we welcome open-ended or customized sponsorship contributions. If your desired support doesn't fit perfectly into one of the categories, we are happy to tailor a sponsorship package to suit your needs. Whether it's an amount between levels or an in-kind contribution of services/resources, every bit of support makes a difference and will be acknowledged appropriately.

The only exception is the Title Naming opportunity, which remains exclusive to a single Northern Star Sponsor.

Our goal is to partner with you in a way that maximizes benefits for both your company and the community event.

Join Us in Lighting Up Midland

Midland's Merry Lights is more than an event, it's a celebration of community, joy, and the spirit of the holidays in Midland. We invite your business to join us in making this season brighter for thousands of families. By becoming a sponsor, you'll not only gain marketing exposure to a wide audience, but also the satisfaction of contributing to a new cherished community tradition that brings happiness to all who attend.

Invest in this growing community event and help us continue to enhance Midland's Merry Lights for years to come. Together, we can ensure that Midland's downtown shines even brighter this holiday season and that the magic of Merry Lights continues to grow. Thank you for considering a sponsorship commitment, we look forward to partnering with you to spread holiday cheer across our city.

If you would like to be a part of Midland's Merry Lights as a Sponsor, please complete the form and select your desired Sponsorship level. Please submit it to the City Manager's Office by *October 2, 2026, at 5 PM* to meet print and logistic deadlines. Sponsorship forms can be emailed to: MML@midlandtexas.gov. Please include a high-resolution version of your company or organization logo in a vector file (no background) version with your sponsorship form.

Company/Organization Name: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email Address: _____

If you need an invoice generated, please fill out the following information:

"Bill To" Name: _____

Mailing Address or Email where invoice Received: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email Address: _____

If you have any questions, please email cmo@midlandtexas.gov or MML@midlandtexas.gov.