2025 SPONSORSHIP OPPORTUNITIES

Crow River Christmas is now in its 13th year — happening Saturday, December 6th! While it's not a fundraising event for RiverWorks, we view it as a vital community-building program. To keep the event sustainable, we've introduced sponsorship opportunities. A key value of Crow River Christmas is that it's designed for all families, with most activities offered for free or at a low cost. However, rising costs have impacted our budget, and we appreciate your support in helping us break even.

Crow River Christmas Mailer

$600 | 6 Sponsorships

The Crow River Christmas mailer goes out to 3,000 homes in the Rockford/Greenfield area. This mailer is key to getting the word out about this great event. Many people remark that it's a highlight of the year and they love getting the mailer to plan out their day!

For your sponsorship you will have an ad placed on the front of the mailer, an individual sign featur-ing your business name/logo on our big sponsor tree, located by the stage. Several mentions of your sponsorship during Lite Up the Park festivities, and mention as sponsors on Facebook posts.

Crow River Food Sponsor

$500 | Up to 10 Sponsorships

All that is bright and sparkly for Crow River Christmas. Your sponsorship will help keep the lights sparkling and the fires burning for Christmas in the Park. This sponsorship funds the food that River-Works sells at nothing over $3, and free goodie bags for the kids.

For your sponsorship you will be mentioned on a banner in the park during the event, an individual sign featuring your business name/logo on our big sponsor tree, located by the stage. Additionally, your sponsorship will be acknowledged multiple times throughout the Lite Up the Park festivities

Sound and Stage Sponsor

$400 | Up to 10 Sponsorships

Since its inception in 2011, this event has expanded from 150 attendees at the first gathering to an impressive 2,000 people enjoying the trees and fireworks at our latest celebration! To accommodate this growth, we've enhanced the evening with improved communication and support for the larger crowd. Our newest addition includes a dedicated stage area, with lighting and a sound system.

As a sponsor, your business will be prominently featured on a banner on the stage, and you'll receive an individual sign displaying your name/logo on our large sponsor tree near the stage. Additionally, your sponsorship will be acknowledged multiple times throughout the Lite Up the Park festivities

Learn More/Pay Sponsorship:
riverworksonline.org/events

Questions? Contact Us:
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