

# Milwaukee Holiday Lights Festival

## Sponsorship Deck 2025



### MILWAUKEE HOLIDAY LIGHTS FESTIVAL

Each winter, Downtown Milwaukee is transformed into a dazzling holiday destination. Featuring decorated parks and sparkling street chandeliers, the Milwaukee Holiday Lights Festival welcomes the season's guests to enjoy holiday happenings, dining, shopping and more downtown. The festival provides an opportunity for locals and visitors to engage with downtown during the holiday season. Please note that each option is customizable to fit your objectives and desires to interact with the community. **Milwaukee Downtown is grateful for your interest and is pleased to present the following 2025 sponsorship options.**

#### OPTION A

#### MILWAUKEE HOLIDAY LIGHTS FESTIVAL JINGLE BUS

##### SPONSORSHIP: \$20,000

All aboard! The Jingle Bus will continue to be a popular holiday tradition for locals and visitors alike. Milwaukee's favorite festive tour returns this winter for six weeks of merriment. Riders enjoy a cozy warming house with free holiday treats and giveaways throughout the season. Then, guests hop on the coach Jingle Bus for a 40-minute narrated tour of downtown Milwaukee's lights, sites & sounds.



##### 1. Official Jingle Bus Sponsor

- 40-minute guided tour of Downtown Milwaukee on a 2025 KB Excursions coach bus
- Runs December during Holiday Lights Festival, December 5 - December 28
- Friday-Sunday, 5:00-9:00 PM
- 12 total nights

##### 2. Premiere Logo Placement

- On landing site for ticket purchasing (2024: 33,500+ page visits)
- On window decals on KB Excursion Buses



- c. At the Jingle Bus Warming House in Red Arrow Park (2024: 33,200+ visits during HLF)
- d. On Holiday Lights signage at Cathedral Square Park, Pere Marquette Park and Zeidler Union Square (100,000+ visitors)
- e. On MilwaukeeHolidayLights.com (80,000+ sessions)
- f. In Milwaukee Holiday Lights Guide (7,500 printed, mailed and widely distributed)

### 3. Verbal Recognition

- a. During Jingle Bus in person tours, hosted in both English and Spanish (2024: 3,300+ riders)
- b. Presenting Sponsor Recognition on radio spots, and email marketing campaign (\$12,000 value)

### 4. Social Media Recognition (157,000+ followers)

- a. Minimum of 5 Facebook posts promoting the Jingle Bus and tagging company
- b. Minimum of 5 tweets promoting the Jingle Bus and tagging company
- c. Minimum of 5 Instagram stories promoting the Jingle Bus and tagging company

### 5. Video Inclusion

- a. Logo recognition in Jingle Bus promotional video, to be deployed across platforms

### 6. Additional Benefits

- a. Complimentary Jingle Bus tickets for team
- b. Option for branded giveaways to all riders
- c. May be tax-deductible

## **OPTION B**

## **JINGLE BUS WARMING HOUSE SPONSOR**

**SPONSORSHIP: \$5,000 - \$10,000**

The Jingle Bus returns as Milwaukee's favorite festive tour, delighting thousands of riders with a 40-minute narrated journey through downtown's lights, sights, and sounds. New this year, the Warming House at Red Arrow Park—steps from the ice rink and Biggby Coffee—serves as the heart of the experience. Guests will gather here before their ride to enjoy free holiday treats, entertainment, and take-home goodies, making it a true hub of holiday cheer in the city.

### 1. Jingle Bus Warming House Sponsor

- a. 40-minute guided tour of Downtown Milwaukee on a 2025 KB Excursions coach bus



- b. Runs December during Holiday Lights Festival, December 5 - December 28
- c. Friday-Sunday, 5:00-9:00 PM
- d. 12 total nights

## **2. Logo Placement**

- a. On landing site for ticket purchasing *(2024: 33,500+ page visits)*
- b. At the Jingle Bus Warming House in Red Arrow Park *(2024: 33,200+ visits during HLF)*
- c. On branded giveaways for riders *(2024: branded light up wands)*
- d. On Holiday Lights signage at Cathedral Square Park, Pere Marquette Park and Zeidler Union Square *(100,000+ visitors)*
- e. On MilwaukeeHolidayLights.com *(80,000+ sessions)*
- f. In Milwaukee Holiday Lights Guide *(7,500 printed, mailed and widely distributed)*

## **3. Verbal Recognition**

- a. During Jingle Bus in person tours, hosted in both English and Spanish *(2024: 3,300+ riders)*
- b. Sponsor Recognition on radio spots, and email marketing campaign *(\$12,000 value)*

## **4. Social Media Recognition *(157,000+ followers)***

- a. Minimum of 5 Facebook posts promoting the Jingle Bus and tagging company
- b. Minimum of 5 tweets promoting the Jingle Bus and tagging company
- c. Minimum of 5 Instagram stories promoting the Jingle Bus and tagging company

## **5. Video Inclusion**

- a. Logo recognition in Jingle Bus promotional video, to be deployed across platforms

## **6. Additional Benefits**

- a. Complimentary Jingle Bus tickets for team
- b. Warming House contribution flexible based on giveaways and programming!
- c. May be tax-deductible

## **OPTION C**

## **COMMUNITY SPIRIT PARK**

**SPONSORSHIP: \$15,000**



As a symbol of unity in the heart of downtown, Community Spirit Park comes alive with trees decorated by thousands of Milwaukee schoolchildren. Each ornament is handmade with holiday wishes, then families return to admire their students' creations, making the park a beloved gathering place. Santa's Mailbox adds to the magic, cementing the park as a festive holiday destination. Sponsorship benefits include:

## **SPONSORSHIP BENEFITS**

### **1. Premiere Logo Placement**

- a. On Holiday Lights signage at Cathedral Square Park, Pere Marquette Park and Zeidler Union Square (*100,000+ visitors*)
- b. On MilwaukeeHolidayLights.com (*80,000+ sessions*)
- c. In Milwaukee Holiday Lights Guide (*2024 qty: 7,500*)

### **2. Sponsorship Recognition**

- a. Press releases
- b. PR announcements
- c. Media (*2024: over \$4.5 million in earned media*)
- d. Sponsor name listed in paid print media
- e. Sponsor logo placement in digital ads and TV spots
- f. Downtown Hotlist e-blast (*19,000+ subscribers*)
- g. e-Ripple Effect e-blast (*4,100+ subscribers*)

### **3. Verbal + Digital Recognition**

- a. During Jingle Bus in person tours, hosted in both English and Spanish (*2024: 3,300+ riders*)
- b. Sponsor Recognition on radio spots, and email marketing campaign (*\$12,000 value*)

### **4. Social Media Recognition (*157,000+ followers*)**

- a. Minimum of 2 Facebook posts promoting the park and tagging company
- b. Minimum of 2 tweets promoting the park and tagging company
- c. Minimum of 2 Instagram stories promoting the park and tagging company

### **5. Additional Benefits**

- a. May be tax-deductible



## **OPTION D**

## **COCOA WITH THE CLAUSES PRESENTING SPONSOR**

**SPONSORSHIP: \$10,000**

Cocoa with the Clauses is one of downtown's most cherished holiday traditions, drawing record crowds of over 1,000 attendees in 2024. Each child enjoys a personal visit with Santa, complete with a keepsake photo, a goodie bag, and the joy of sitting on Santa's lap. Families are treated to free professional photos, festive characters, live entertainment, face painting, and more—all creating lasting holiday memories. Sponsor benefits include:



## **SPONSORSHIP BENEFITS**

### **1. Premiere Logo Placement**

- a. On Holiday Lights signage at Cathedral Square Park, Pere Marquette Park and Zeidler Union Square (*100,000+ visitors*)
- b. On MilwaukeeHolidayLights.com (*80,000+ sessions*)
- c. In Milwaukee Holiday Lights Guide (*2024 qty: 7,500*)

### **2. Sponsorship Recognition**

- a. Press releases
- b. PR announcements
- c. Media (*2024: over \$4.5 million in earned media*)
- d. Sponsor name listed in paid print media
- e. Sponsor logo placement in digital ads and TV spots
- f. Downtown Hotlist e-blast (*19,000+ subscribers*)
- g. e-Ripple Effect e-blast (*4,100+ subscribers*)

### **3. Verbal + Digital Recognition**

- a. Presenting Sponsor Recognition on radio spots, and email marketing campaign (*\$12,000 value*)

### **4. Social Media Recognition (*157,000+ followers*)**

- a. Minimum of 2 Facebook posts promoting the event and tagging company
- b. Minimum of 2 tweets promoting the event and tagging company
- c. Minimum of 2 Instagram stories promoting the event and tagging company

### **5. Additional Benefits**

- a. May be tax-deductible

## **OPTION E**

## **COCOA WITH THE CLAUSES COOKIE AND COCOA SPONSOR**

**SPONSORSHIP: \$3,000**

Cocoa with the Clauses is one of downtown's most cherished holiday traditions, drawing record crowds of over 1,000 attendees in 2024. Each child enjoys a personal visit with Santa, complete with a keepsake photo, a goodie bag, and the joy of sitting on Santa's lap. Families are treated to free professional photos, festive characters, live entertainment, face painting, and more—all creating lasting holiday memories. Sponsor benefits include:



### **SPONSORSHIP BENEFITS**

#### **1. Logo Placement**

- a. On Holiday Lights signage at Cathedral Square Park
- b. On MilwaukeeHolidayLights.com (*80,000+ sessions*)
- c. In Milwaukee Holiday Lights Guide (*2024 qty: 7,500*)

#### **2. Sponsorship Recognition**

- a. Press releases
- b. PR announcements
- c. Media (*2024: Over \$4.5 million in earned media*)

#### **3. Verbal Recognition**

- a. Sponsor Recognition on radio spots, and email marketing campaign (*\$12,000 value*)
- b. Opportunity for private Jingle Bus tours for employees

#### **4. Social Media Recognition (*157,000+ followers*)**

- a. Minimum of 1 Facebook posts promoting the event and tagging company
- b. Minimum of 1 tweets promoting the event and tagging company
- c. Minimum of 1 Instagram stories promoting the event and tagging company

#### **5. Additional Benefits**

- a. May be tax-deductible

## **OPTION F**

## **HOLIDAY LIGHTS FESTIVAL EVENT SPONSOR**

## **SPONSORSHIP: \$1,000**

General sponsorship offers unmatched visibility and the opportunity to align your brand with the joy, togetherness, and holiday spirit that define this beloved community event.

### **SPONSORSHIP BENEFITS**

#### **1. Premiere Logo Placement**

- a. On Holiday Lights signage at Cathedral Square Park, Pere Marquette Park and Zeidler Union Square (*100,000+ visitors*)
- b. On MilwaukeeHolidayLights.com (*80,000+ sessions*)
- c. In Milwaukee Holiday Lights Guide (*2024 qty: 7,500*)

#### **2. Sponsorship Recognition**

- a. Press releases
- b. PR announcements
- c. Media (*2024: Over \$4.5 million in earned media*)

#### **3. Verbal Recognition**

- a. During Jingle Bus in person tours, hosted in both English and Spanish (*2024: 3,300+ riders*)
- b. Sponsor Recognition on radio spots, and email marketing campaign (*\$12,000 value*)
- c. Opportunity for private Jingle Bus tours for employees

#### **4. Social Media Recognition (*157,000+ followers*)**

- a. Minimum of 1 Facebook posts promoting the HLF and tagging company
- b. Minimum of 1 tweets promoting the HLF and tagging company
- c. Minimum of 1 Instagram stories promoting the HLF and tagging company

#### **5. Additional Benefits**

- a. May be tax-deductible



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**We look forward to partnering with you to help light up Milwaukee with joy, community, and holiday spirit.**

