








**EASTON WINTER VILLAGE** is a **signature four-weekend holiday experience** that transforms downtown Easton into a vibrant, immersive seasonal destination. Launched in 2020 to safely bring the community together, the event has quickly become a **cherished regional tradition**, welcoming families, residents, and visitors throughout the holiday season.

**Easton Winter Village** has been reimagined to drive repeat visitation and deeper engagement each weekend. Expanded programming—including **weekly football watch parties, Sunday movie matinees, live music and carolers, downtown shopping activations, and festive interactive experiences**—creates multiple touchpoints for brands to connect meaningfully with audiences in a warm, high-energy environment.

For sponsors, **Easton Winter Village** offers a unique partnership opportunity to align with a beloved community event while gaining sustained visibility, authentic audience engagement, and measurable impact during **one of the most active retail and tourism periods of the year**.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Presenting Attraction	<ul style="list-style-type: none"> <li>• Tree Lighting/ Opening Ceremony</li> <li>• Peace Candle Lighting Ceremony</li> <li>• Closing Ceremony</li> </ul>	<ul style="list-style-type: none"> <li>• Winter Garden (limit 2)</li> <li>• Holiday Trolley (limit 4)</li> </ul>	<ul style="list-style-type: none"> <li>• Sunday Movie Matinees (limit 2)</li> <li>• Winter Village Stage (limit 6)</li> <li>• Holiday Karaoke (limit 2)</li> <li>• College Football Tailgates (limit 4)</li> <li>• Trolley Stop (limit 5)</li> </ul>	
Logo on Marketing Materials				
Banner Signage	2	1	1	1
Hut Space (optional)	8 event days	4 event days		
Live Mentions	3 custom	2	1	
Press Release Inclusions	yes	yes		
Social Media	2 collaboration posts 1 story	1 collaboration post	1 post	
Eblasts Logo & Link (18,000 recipients)				
Website Logo & Link				text
Sponsorship Fee	\$10,000	\$5,000	\$2,500	\$750
Commitment Deadline	Friday, October 9, 2026	Friday, October 23, 2026		