



FRIDAY (4 – 8 PM), SATURDAY (12 – 8 PM), SUNDAY (12 – 5 PM) | NOV 27 – DEC 20 | DOWNTOWN EASTON

**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 reimaged 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
<b>Presenting Attraction</b>	<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	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