

Merry on Main

SPONSORSHIP OPPORTUNITIES

HELP US SPREAD HOLIDAY CHEER IN OUR COMMUNITY!

Merry on Main is a cherished holiday tradition that brings families, friends, and neighbors together for a joyful celebration filled with festive activities, local vendors, live entertainment, and more.

By becoming a sponsor, your business will play a key role in creating a magical experience for our community, while gaining valuable exposure and showcasing your support for our community.

*We are truly grateful for your generosity and partnership.
Let's make this holiday season unforgettable—together!*

IMPORTANT INFORMATION



Deadline to sign up and submit payment is
Friday, November 20, 2026



Payments will be taken by the Pleasanton Civic Center.
Make all checks payable to – **The City of Pleasanton.**



Company logos must be in JPEG format and
submitted to **brady@pleasantontx.gov**.



All in-kind donations are greatly appreciated; value of in-kind donation will be
calculated and rounded up or down to the closest sponsorship level.



Sponsors receiving banners – Please submit your company logo and application no later than
Monday, November 16, 2026 to ensure banners are completed before the event.



Sponsors receiving a Level 1 or Level 2 tree spot – Please reach out to the
Civic Center for your River Park Wonderland sign-up form. Deadline for
River Park Wonderland tree form is **Friday, November 20, 2026**.



Return your completed sponsorship form to the Pleasanton Civic
Center, or **scan the QR code now for the quickest and easiest way
to sign up online!**



*Thank You
for your support*



For more information, please contact:



The Pleasanton Civic Center
115 N Main St. Pleasanton, TX 78064



(830) 569-5904



civiccenter@pleasantontx.gov

SPONSORSHIP LEVELS & BENEFITS

St. Nick Title Package

\$10,000

- Exclusive naming rights to the entire event.
- Company name, logo, and sponsorship level featured in all event programming and promotional materials—including flyers, social media, and all other event advertisements. (Example: Merry on Main presented by “COMPANY NAME”)
- 4 x 12 • banner displayed near the Main Stage.
- 5 x 5 • banner displayed at the Pleasanton River Park entrance.
- Digital logo displayed on the City of Pleasanton City Hall digital sign.
- Recognition across all City of Pleasanton social media platforms.
- Business Spotlight feature video on the City of Pleasanton's Facebook page.
- Access to the Jingle Bell Lounge Pavilion (refreshments provided).
- River Park Wonderland Level 2 Tree Spot
- On-stage thank-you shout-outs throughout the event.

North Pole Package

\$5,000

- Naming rights to a signature event attraction. (Example: Polar Playground Kid's Zone presented by “Company Name”)
- 4 x 10 • banner displayed near sponsored zone.
- Digital logo displayed on the City of Pleasanton City Hall digital sign.
- Recognition across all City of Pleasanton social media platforms.
- Business Spotlight feature video on the City of Pleasanton's Facebook page.
- Recognition on all event flyers.
- Access to the Jingle Bell Lounge Pavilion (refreshments provided).
- River Park Wonderland Level 2 Tree Spot

Rudolph Package

\$2,500

- Naming rights to a signature event attraction. (Example: Polar Playground Kid's Zone presented by “Company Name”)
- 3 x 8 • banner displayed near sponsored zone.
- Recognition on all City of Pleasanton social media platforms.
- Recognition on all event flyers.
- Access to the Jingle Bell Lounge Pavilion (refreshments provided).
- River Park Wonderland Level 1 Tree Spot

Jingle Bell Package

\$1,000

- 3 x 6 • company banner displayed at Pleasanton River Park.
- Recognition on all City of Pleasanton social media platforms.
- Recognition on all event flyers.
- River Park Wonderland Level 1 Tree Spot

Gingerbread Package

\$500

- 2 x 4 • company banner displayed at the event.
- Recognition on all City of Pleasanton social media platforms.
- Recognition on all event flyers.

Candy Cane Package

\$250

- Recognition on all City of Pleasanton social media platforms.
- Recognition on all event flyers.



Pleasanton, Texas
EST. 1858
BIRTHPLACE OF THE COWBOY

SPONSOR CONTACT INFORMATION

Sponsorship Level: _____

Contact Name: _____

Company Name: _____

Contact Number: _____

Contact Email: _____

Mailing Address: _____



OFFICE USE ONLY

Date Received: _____

Amount: \$ _____

Payment Method: ☐ Check ☐ Cash
☐ Card ☐ In-Kind

Logo Received: ☐ Yes ☐ No

Banner Ordered: ☐ Yes ☐ No

Received by: _____



Notes / Follow-up Action:

