THE DRIVE

HOLIDAY ON THE DRIVE

Sponsorship Packet

2026



Holiday On The Drive 2026
Sponsorship Levels

~~Presenting Sponsor~~
~~**Santa Claus**~~
~~$10,000~~
~~limit one~~

SOLD OUT

- Branded letters to Santa
- Prominent logo on event banner & all marketing
- 2 dedicated 10x10 tent spaces
- 1-Year complimentary Post-Doctorate CPMS Membership ($1,500 value)
- 1 Jazz Fest table for 10 (included with membership)
- 1 dedicated social media mention

Mrs. Claus
$8,500

- Logo on event banner & all marketing
- 2 dedicated 10x10 tent spaces
- 1-Year complimentary Doctorate CPMS Membership ($1,000 value)
- 1 Jazz Fest table for 10 (included with membership)
- Social media mention in event coverage

Elf
$5,000

- Logo on event banner & all marketing
- 1 dedicated 10x10 tent space
- 4 Drinks Along The Drive tickets (2 complimentary tickets per event)
- Social media mention in event coverage

Reindeer
$2,500

- Logo on all marketing (excluding event banner)
- 1 dedicated 10x10 tent space
- Social media mention in event coverage

Snowflake
$300

- 1 dedicated 10x10 tent space

Angel Donors - contribute any amount anonymously without expectation of benefit

About the Event

Holiday on the Drive is one of College Park's most beloved traditions, bringing neighbors, families, and local businesses together to celebrate the holiday season. This annual give-back event spreads holiday cheer while strengthening the connections that make our community special. With festive entertainment, visits with Santa, and a variety of family-friendly activities, Holiday on the Drive has become a hallmark of the season in our neighborhood.

Each year, the event welcomes an estimated 1,500 attendees, including more than 300 children who enjoy a special visit with Santa. The celebration is amplified through strong community promotion, including a banner displayed over Edgewater Drive that is viewed by an average of 20,000 drivers each day, a feature in our community newsletter reaching more than 4,000 subscribers, and strong engagement across Instagram, Facebook, and Linkedin.

Holiday on the Drive is more than a seasonal gathering, it is a cherished community tradition that brings people together, inspires neighbors to give back, and creates meaningful opportunities to support and showcase the local businesses and community partners that help College Park thrive.









Holiday on the Drive
Sponsorship Commitment Form

Yes! I/We would like to support Holiday on the Drive on Thursday December 3, 2026 from 5-9pm.

Sponsorship Levels:
(Please select one)

□ Santa Claus - Presenting Sponsor – $10,000

□ Mrs. Claus – $8,500

□ Elf – $5,000

□ Reindeer – $2,500

□ Snowflake– $300

Sponsor Information
Business/Organization Name: _____
Contact Person: _____
Title/Role: _____
Phone: _____ Email: _____
Mailing Address: _____

Payment Options
□ Check enclosed (payable to College Park Main Street)
□ Please send an invoice
□ Pay online at - link to be provided

Authorization
I commit to the sponsorship level selected above and authorize the use of my business name/logo in event promotions.
Signature: _____ Date: _____

Send completed application or any questions to chelsea@yayaandlou.com