



SATURDAY, NOVEMBER 28 2026 - 10AM TO 5PM

SPONSORSHIP INFORMATION

HISTORY

Proudly produced this year by the Elk Grove Chamber of Commerce, the Dickens Street Faire is the traditional start of the Elk Grove Yuletide Season. Held every year on the first Saturday after Thanksgiving, over 150 artisans and crafters, commercial vendors and community groups fill Elk Grove Boulevard from 2nd Avenue to School Street and the Old Town Plaza for the faire. Entertainment is available all day featuring live music and performers, free photo opportunities with Mrs. Claus (bring your own camera please), free kids' activities at Tiny Tim Alley and photos with Santa are available for purchase.

EVENT SCHEDULE

10AM - 5PM The streets in Old Town Elk Grove and the Old Town Plaza come alive with shopping, music, and activities.

11AM Santa is rescued from a rooftop by the Cosumnes Fire Department.

Noon Photo opportunities with Santa or bring your own camera for pictures with Mrs. Claus!

10AM – 4PM Tiny Tim Alley children's area in Old Town Plaza.

6PM Christmas carols and tree lighting.



PRESENTING SPONSOR - \$10,000

- Exclusivity in category "Presented by" title
- Prominently included on all materials and event advertisement
- Company logo/name associated with main stage
- Company logo/name featured on Old Town Elk Grove/Dickens Street Faire website and social media
- 10x20 booth space*
- Live announcements from Main Stage

GHOST OF CHRISTMAS PRESENT - \$5,000

- Company logo/name displayed prominently on the Main Stage (Old Town Plaza)
- Logo included on all materials and event advertisement
- Company logo/name featured on Old Town Elk Grove/Dickens Street Faire website and social media
- 10x10 booth space*
- Live announcements from Main Stage

TINY TIM ALLEY CHILDREN'S AREA - \$3,000

- Company logo/name displayed prominently in Tiny Tim Alley (Old Town Plaza)
- Logo included on all materials and event advertisement
- Company logo/name featured on Old Town Elk Grove/Dickens Street Faire website and social media
- 10x10 booth space*
- Live announcements from Main Stage

GHOST OF CHRISTMAS PAST - \$1,000

- Logo included on all materials and event advertisement
- Company logo/name featured on Old Town Elk Grove/Dickens Street Faire website and social media
- 10x10 booth space*
- Live announcements from Main Stage

GHOST OF CHRISTMAS FUTURE - \$500

- Logo included on all materials and event advertisement
- Company logo/name featured on Old Town Elk Grove/Dickens Street Faire website and social media
- Live announcements from Main Stage

SPONSOR DEADLINES

- All logos must be provided as a PNG or JPG
- Deadline for logos is October 5th. Please note that any logos received after this date can only be included in printed materials used on the day of the event.
- Sponsor website link will be added to website within 5 business days after receipt.

* Booth spaces do not include tents, tables, chairs, and are subject to all vendor requirements.



CUSTOM SPONSORSHIP PACKAGES AVAILABLE

Contact Event Coordinators:

Amy Labowitch (916) 316-3564

or Isabel Pires (916) 267-1129

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