



SATURDAY, NOVEMBER 29, 2025 - 10AM TO 5PM

## SPONSORSHIP INFORMATION

### HISTORY

Proudly produced by the **Old Town Elk Grove Foundation**, the Dickens Street Faire is the traditional start of the Elk Grove Yuletide Season. Held every year on the first Saturday after Thanksgiving, it is a wonderful and exciting experience you can share with your whole family. Stroll through Old Town and explore local shops, enjoy holiday music, craft and vendor booths, eat delicious foods, meet festive characters, and mingle with 10,000 of your friends and neighbors. Each year, over 150 arts and craft vendors, 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

**9AM** Breakfast with Santa at the Brick House Restaurant is available for purchase.

**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 Christmas 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 Foundation website and social media
- 10x20 booth space\*
- Table for 8 at Breakfast with Santa
- 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 Foundation website and social media
- 10x10 booth space\*
- Table for 4 at Breakfast with Santa
- 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 Foundation website and social media
- 10x10 booth space\*
- Table for 4 at Breakfast with Santa
- Live announcements from Main Stage



## GHOST OF CHRISTMAS PAST - \$2,000

- Company logo/name displayed prominently on the small Tree Lighting stage.
- Logo included on all materials and event advertisement
- Company logo/name featured on Old Town Elk Grove Foundation website and social media
- 10x10 booth space\*
- Live announcements from Main Stage

## GHOST OF CHRISTMAS FUTURE - \$1,000

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

## FRIEND OF THE FAIRE - \$500

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

## SPONSOR DEADLINES

- All logos must be provided in either an .ai .png or high resolution format
  - Deadline for logos is October 4th
  - 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.
- \*Please note any logos received after October 4th will only be included on materials printed after that date.



### CUSTOM SPONSOR PACKAGES AVAILABLE

Contact Event Coordinators:  
Amy Labowitch (916) 316-3564  
or Isabel Pires (916) 267-1129  
[dickens@ElkGroveCA.com](mailto:dickens@ElkGroveCA.com)

