HOLIDAY LIGHTS SPONSOR GUIDE

Sunday, December 6, 2026 | 3:00pm-7:00pm
In the heart of Downtown El Cajon

SPONSORSHIP LEVELS	Community Partner $250	Exhibitor $1,500	Premier Partner $5,000	Legacy Partner $10,000
Hyperlink Logo on DEC Website	✓	✓	✓	✓
Logo on Printed Collateral (Event Day)	✓	✓	✓	✓
10x10 Booth Space		✓	✓	✓
Zone/Area Naming Rights			✓	✓
Logo on Marketing Collateral (Pre-Event)			✓	✓
"Presented By" on All Collateral				✓

On Sunday, December 6th, from 3:00pm to 7:00pm, Historic Downtown El Cajon will come alive with holiday cheer. This free, family-friendly event draws thousands of residents and visitors each year, offering an enchanting evening filled with shopping, dining, and entertainment. Attendees can browse the holiday market for unique gifts from artisan vendors, enjoy seasonal treats and warm beverages, experience live music and performances, and bring the kids for photos with Santa and engaging family activities.

Holiday Lights in Downtown El Cajon is more than just a celebration, it's a community touchpoint that creates lasting memories and strengthens local pride. Your brand has the unique opportunity to align with a well-loved tradition that reaches the heart of El Cajon.

ATTENDEES	FOLLOWERS ON SOCIAL	NEWSLETTER SUBSCRIBERS
8,000+	10,000+	25,000+



QUESTIONS?

Call Noralyn at 619-632-8234 or email Events@DowntownElCajon.com

DOWNTOWN EL CAJON

GDECIA, doing business as the Downtown El Cajon Association, is a 501c3 nonprofit organization dedicated to supporting the economic growth and revitalization of Downtown El Cajon. Tax ID: 39-4481405

DOWNTOWN EL CAJON ASSOCIATION
HOLIDAY LIGHTS SPONSOR AGREEMENT FORM

☐ **LEGACY PARTNER / $10,000**

"Presented by..." on All Collateral, Logo on Marketing Collateral (Pre-Event), 10x10 Booth Space, Logo on Printed Collateral (Event Day), & Hyperlink Logo on DEC Website

☐ **PREMIER PARTNER / $5,000**

Logo on Marketing Collateral (Pre-Event), 10x10 Booth Space, Logo on Printed Collateral (Event Day), & Hyperlink Logo on DEC Website

☐ **EXHIBITOR / $1,000**

10x10 Booth Space, Logo on Printed Collateral (Event Day), & Hyperlink Logo on DEC Website

☐ **COMMUNITY PARTNER / $250**

Logo on Printed Collateral (Event Day), & Hyperlink Logo on DEC Website

CONTACT INFORMATION

Name: _____

Company Name (If Applicable): _____

Billing Address: _____

Phone: _____

Email: _____

I HEARBY AGREE TO SPONSOR THE ABOVE EVENT AT THE LEVEL I HAVE SELECTED ON BEHALF OF MYSELF/BUSINESS.

Signature (Authorized Rep.): _____

Date: _____

ONCE COMPLETE

Remit form and payment to: Downtown El Cajon Association

Mail to: 270 E. Douglas Avenue #100E, El Cajon, CA 92020

Email to: Events@DowntownElCajon.com

GDECIA, doing business as the Downtown El Cajon Association, is a 501c3 nonprofit organization dedicated to supporting the economic growth and revitalization of Downtown El Cajon. Tax ID: 39-4481405