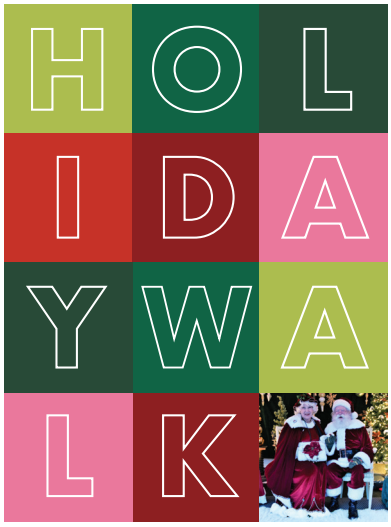
2026 | EVENT SPONSORSHIPS

HOLIDAY WALK 2026

DOWNTOWN EVERGREEN

THE 34TH ANNUAL DOWNTOWN EVERGREEN HOLIDAY WALK!



The much-loved Holiday Walk is the holiday highlight event for Downtown Evergreen, enjoyed by both local Evergreen area residents as well as Denver metro area residents. Between 3,000 to 5,000 people attend. Downtown Evergreen is proud to host this fun-filled and nostalgic event the first Friday in December–**Friday, December 4th, 2026.**

During the Downtown Evergreen Holiday Walk, the historic heart of Evergreen transforms into a joyous winter wonderland filled with families and good cheer. The fun begins with the lighting of the tree at the Lake House by Santa and Mrs. Claus. Then the jolly couple rides downtown in a horse-drawn carriage to continue the festivities. Warm fires are stoked up and down the street, which is closed to traffic and becomes an outdoor walking mall for the night. Real live reindeer prance in the moonlight. Stores and restaurants stay open late for holiday shopping. And, music fills the air with both strolling carolers and the Evergreen Children's Chorale performing holiday songs for all to hear. In many ways, the Downtown Evergreen Holiday Walk officially kicks off the season for Evergreen.

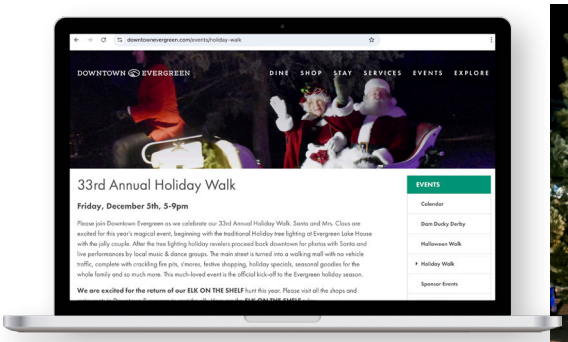
This is a huge family-focused festival that offers exceptional recognition and goodwill to the businesses that sponsor it.

		LOGO ON DOWNTOWN EVERGREEN WEBSITE	LOGO ON PRINTED MARKETING MATERIALS	BOOTH AT THE HW EVENT	LOGO ON THANK YOU BANNER AT EVENT	VIDEO WITH SANTA	LOGO ON SOCIAL MEDIA	PREMIER BANNER AT HW EVENT	VIP PARKING AND DINING
PREMIER Sponsorship	**$5,000**	✓	✓	✓	✓	✓	✓	✓	✓
PLATINUM Sponsorship	**$2,500**	✓	✓	✓	✓	✓	—	—	—
GOLD Sponsorship	**$1,000**	✓	✓	✓	✓	—	—	—	—
SILVER Sponsorship	**$500**	✓	✓	✓	—	—	—	—	—
BRONZE Sponsorship	**$300**	✓	—	—	—	—	—	—	—

Sponsor the Holiday Walk event and show your commitment to the Evergreen community Plus, you get exposure to consumers: locals and the Denver market!

NOTE: Sponsorship payment due in full by Oct. 1st. EDBA members must be in good standing with their membership. Payment plans available.

ENGAGEMENT!



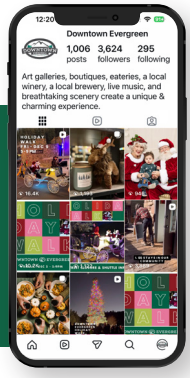
DOWNTOWNEVERGREEN.COM

During the Holiday Walk our website receives an average of over **20K-30K** page views per month and it is the **#1 SOURCE** of information for visitors to Downtown Evergreen.

Downtown Evergreen
SOCIAL MEDIA:

We have 10,500+ followers on Facebook and Instagram!

Over 100,000 Views per event!



Thank you banner featured at the event in Downtown Evergreen