



2026 SPONSOR PARTNERSHIP OPPORTUNITIES

Put Your Business in Front of Lakeland's Merriest Crowd.

Once a year, hundreds of Santas take over downtown Lakeland. That is a captive, social, adventurous audience your business can put to work.

LKLD SantaCon - OUR MISSION HAS TWO PARTS:

1. raise meaningful support for kidsPACK and
2. send more people into Lakeland businesses.

SantaCon attendees like to go out. They bring friends. They try new places. They say yes to a great offer. Whether you want to introduce your business, fill a slower daypart, launch a special, build repeat visits, or simply put something memorable in hundreds of more hands, **we want to help our audience drive your mission.**

650+

EMAIL LIST

1300+

SOCIAL MEDIA FOLLOWERS

300+

PAID PARTICIPANTS

PLUS: our reach INCREASES throughout the campaign with social media shares from sponsors and participants, new ticket buyers, volunteers, and the larger crowd already downtown on event night.

Ready to put your business on Santa's Nice List?

WHAT CAN YOU GIVE?

- Monetary sponsorship donation to kidsPACK
- Gift cards - especially \$5 or \$10 increments that send multiple people through your door
- Swag, merchandise or samples that make prize packs more fun

WHAT CAN YOU OFFER?

- A public special we can highlight: happy hour, brunch, retail feature, class, experience or signature item
- A SantaCon participant-only coupon or perk for a smaller, highly engaged audience
- A post-event offer designed to turn one fun night into a future visit

SPONSORSHIP MENU

Pick Your Level. We'll Make It Merry.

Cash or in-kind equivalent welcome.

Every level is designed to put your business in front of engaged, Lakelanders who enjoy new experiences, premium entertainment and supporting local all during the lucrative holiday season.

\$50

COMMUNITY ELF

INCLUDES

- 1 complimentary LKLD SantaCon ticket.
- Thank-you business feature on SantaCon social media [FB: post + story]
- Business listing on the LKLD SantaCon sponsor webpage – links for SEO boost

\$100

SANTA'S HELPER

INCLUDES

- Everything in the \$50 Community Elf package.
- Additional complimentary LKLD SantaCon ticket - 2 total.
- Your logo included as a sponsor on all campaign emails sent after your sponsorship is confirmed.
The earlier you join, the more sends - and repeat eyeballs - your business can receive.
- Business callout and thank you at kick-off event
- Pre or post-campaign social story [FB + IG] with a public-facing highlight or offer - happy hour, signature item, special, service, event or everyday reason to visit.

\$200

NORTH POLE FEATURE

INCLUDES

- Everything in the \$100 Santa's Helper package.
- 2 additional complimentary LKLD SantaCon tickets - 4 total.
- **A co-op social video/reel created with LKLD SantaCon to spotlight your business, personality, experience and/or public offer.**
- We will coordinate simple content with you so the reel feels natural, local and shareable - not like a formal commercial.

ADD-ON: PASSPORT POWER-UP +\$50

Target the most involved SantaCon crowd with a participant-only offer/coupon

Either printed and handed directly to passport holders on event night **and/or** included in a **participant-only post-event thank you and sponsor offers email**. Great for a defined offer that feels exclusive and trackable.

HOW TO PAY OR DONATE

Monetary sponsorship donations may be paid with cash or by check payable to kidsPACK, Inc., or by credit card through the LKLD SantaCon Event Ticket/Donate Page – directly via kidsPACK's donation platform.

In-kind donations may be given to your LKLD SantaCon contact for event use. Please detail instructions for gifting of donations if you would prefer participants to receive gift cards after the event.

SPONSOR INFORMATION FORM

Tell Us What You Want to Put in Front of the Crowd.

Return to your LKLD SantaCon contact as soon as possible and no later than the Monday before Thanksgiving.

BUSINESS NAME _____

CONTACT NAME _____ PHONE _____

EMAIL _____

SELECT SPONSORSHIP

☐ \$50 Community Elf ☐ \$100 Santa's Helper ☐ \$200 North Pole Feature ☐ +\$50 Passport Power-Up

CONTRIBUTION

☐ Monetary donation: \$ _____ ☐ Cash ☐ Check (made out to kidsPACK, Inc.) ☐ CC – Online

☐ In-kind value (gift cards / swag / merch / other): _____ ☐ Distribute post-event only

In-kind description/quantity: _____

BUSINESS HIGHLIGHT + OFFER

WHAT SHOULD WE FEATURE? (signature item, happy hour, experience, specialty, etc.) _____

OFFER / COUPON COPY _____

DISCLAIMER / RESTRICTIONS _____

EXPIRATION _____ REDEMPTION CODE _____

WHEN + WHO SHOULD SEE THE OFFER?

☐ Public before SantaCon ☐ Public after SantaCon ☐ Participant-only before/on event night ☐ Participant-only after

COLLAB REEL - \$200 LEVEL Timing: ☐ Before SantaCon ☐ After SantaCon ☐ Either

Reel idea/feature/offer: _____

PASSPORT POWER UP ☐ Print only [circle: pre-made or needs to be designed/printed] ☐ Day-after email to participants only ☐ Both
☐ Use offer above ☐ Refine a separate public offer/message: (write details on back)

ADDITIONAL COMMENTS / CREATIVE NOTES

SANTACON ELF - INTERNAL USE

Recruiter: _____ Date received: _____ Status: ☐ Paid/received ☐ Pending Business assets: ☐ photos/vid ☐ logo

Benefit status: ☐ tickets sent ☐ logo + description added to website ☐ logo to email template ☐ social FB TY + story ☐ reel – assigned ☐ reel – uploaded

☐ coupon-print proofed ☐ coupon-email proofed ☐ pre or post-event story

Notes: _____

Questions or digital assets: lkldsantacon@gmail.com • www.lkldsantacon.com