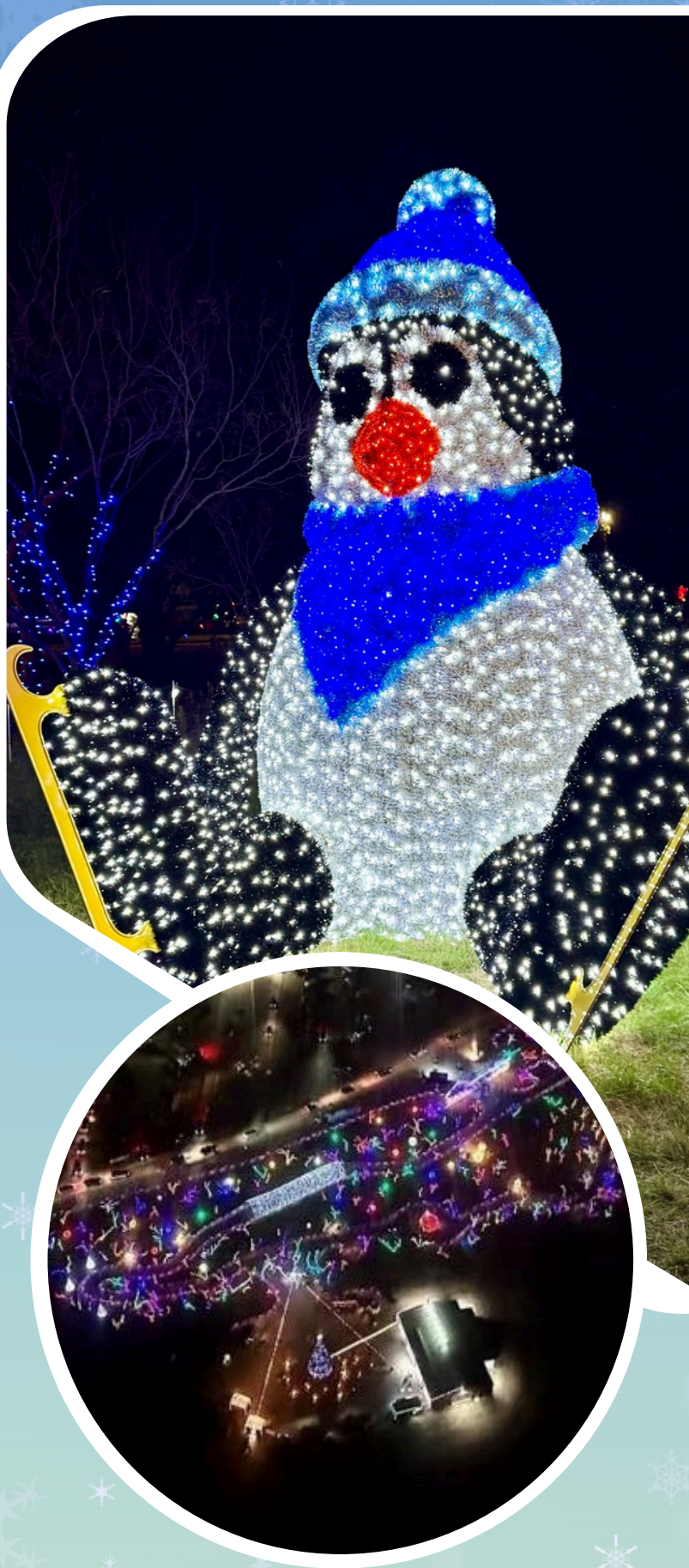
UNITED WAY

WINTER LIGHTFEST

AEP TEXAS FOUNDATION

POWERED BY AEP TEXAS



2026 Sponsorship Packet

United Way of Abilene

2026 Winter Lightfest Sponsorship *(due October 31, 2026)*

United Way of Abilene is pleased to announce that Winter Lightfest is returning for its *eighth* year!

Title Sponsor $25,000

Branding: Your company's logo will be incorporated into the Winter Lightfest Logo. Premium signage with your logo will be prominently displayed at every feature and in all event marketing, visual marketing, website, billboards, and any advertising.
Amenities: 10 passes for the exclusive Sponsor Party preview event, 10 passes for a private tour, and 150 Winter Lightfest passes.

Santa Claus $15,000

Branding: Your company receives naming rights for Santa's house, which allows all the children of the park a free visit with Santa and a photo opportunity. Custom signage with your logo will be prominently displayed at the feature and in all event marketing, visual marketing, and website.
Amenities: 6 passes for exclusive Sponsor Party preview event and 120 Winter Lightfest passes.

Holly & Jolly $10,000

Branding: Your company receives naming rights for one of the most recognizable and memorable sections of the Winter Lightfest Park. You have the choice of the Singing light tunnel, Holly-Jolly playground, Christmas Village, or 60' Tree of Lights. Custom signage with your logo will be prominently displayed on the trail and in all event marketing, visual marketing, and website.
Amenities: 4 passes for exclusive Sponsor Party preview event and 80 Winter Lightfest passes.

Sound of Christmas $7,500

Branding: You have the choice from a large park feature (i.e., Cinderella's Castle, Singing Reindeer, Singing Penguins, etc.). Custom signage featuring your full-color logo on a 24" x 26" sign will be prominently displayed along the trail and included in all event marketing, visual materials, and on the website.
Amenities: 4 passes for exclusive Sponsor Party preview event and 40 Winter Lightfest passes.

Merry & Bright $5,000

Branding: Your company will receive naming rights for one of the event sections (i.e., Candy Cane Lane, Snowflake Forest, Hungry Caterpillar, etc.). Custom signage featuring your full-color logo on a 24" x 26" sign will be prominently displayed along the trail and included in all event marketing, visual materials, and on the website.
Amenities: 4 passes for exclusive Sponsor Party preview event and 50 Winter Lightfest passes.

Jingle Bells $3,500

Branding: Your company receives naming rights for “can’t miss” light features throughout Winter Lightfest. Custom signage featuring your full-color logo on a 24" x 26" sign will be prominently displayed along the trail and included in all event marketing, visual materials, and on the website.
Amenities: 2 passes for exclusive Sponsor Party preview event and 30 Winter Lightfest passes.

Scenes of Wonder $2,500

Branding: Your company is paired with one of the light features and photo ops. Custom signage featuring your full-color logo on an 18" x 24" sign will be prominently displayed within your light feature area, in all visual materials, and on the website.
Amenities: 2 passes for exclusive Sponsor Party preview event and 20 Winter Lightfest passes.

Santa’s Little Helpers $1,500

Branding: Sponsor a local elementary school. Each child from the sponsored campus will receive one free pass to Winter Lightfest. Your name will be displayed on the tickets in addition to visual advertising on the website.
Amenities: 2 passes for exclusive Sponsor Party preview event and 10 Winter Lightfest passes.

Twinkle Sponsor $1,000

Branding: Your company will be displayed at the event, in advertising, and on the website.
Amenities: 2 passes for exclusive Sponsor Party preview event and 8 Winter Lightfest passes.

Holiday Helper $500

Branding: Become a friend of Winter Lightfest. Company/name displayed on event signage, advertising, and on the website.
Amenities: 2 passes for exclusive Sponsor Party preview event and 4 Winter Lightfest passes.

United Way
United Way of Abilene