



## WELCOME TO LAINGSBURG

Every year the Laingsburg Business & Community Association (LBCA) puts on an event called Winterfest. Approximately 1,500 to 2,000 people come to Laingsburg on the first Saturday of December to enjoy this event which is held on Main Street. This event is FREE for the entire family and communities around. We are anticipating another great turnout at this year's event, which will be held on

**Saturday December 7, 2024**

In the following document we have provided information on different events that will be going on during the week. Should you have any questions regarding this year's Winterfest 2024, please feel free to contact either of the following Laingsburg Business & Community Association Members:

Brianna Geasler - Cheesmond 517-282-2814 [lbcawinterfest@gmail.com](mailto:lbcawinterfest@gmail.com) Winterfest Chair  
Ed Tyler 989-666-3626 [lbcamembership23@gmail.com](mailto:lbcamembership23@gmail.com) LBCA President

**Laingsburg Business & Community Association**

P.O. Box 156  
Laingsburg, MI 48848





This year, Winterfest will be a week-long event, starting on Sunday, December 1st - Sunday, December 8th with the big downtown Winterfest Celebration on Saturday, December 7th. Events can be found on the LBCA Facebook page (@LaingsburgBCA), and website (<https://laingsburgbusiness.org>) and are listed below:

Sun. Dec. 1	Mon. Dec. 2	Tues. Dec. 3	Wed. Dec. 4	Thurs. Dec. 5	Fri. Dec. 6	Sat Dec. 7	Sun. Dec. 8
Grinch 5K Run / Walk 2pm - 4pm	Business Decorating Contest						Awards Announced for Home and Business Contest
	Home Decorating Contest						
	Letters to Santa / Grinch & Santa Selfie Station						
	Stuff the Bus Donation Collection						
			Giving Tuesday All Day	Thoughtful Tree Decorating Contest			Downtown Winterfest Celebration 3pm-8pm
						Visit with Santa & Mrs. Claus 3pm-5:45pm ; 7pm-8pm	
						Visit with Mr. Grinch Throughout Downtown	Storytime with Santa & Mrs. Claus at the Library 5pm
“All events are subject to change at any giving time. Please watch our facebook page for update information”!						Winter Market & Lighted Tunnel Walk 3pm-8pm	
						Library Silent Auction 4pm-7:30pm	
						Santa’s Light Parade 6pm	
						Pancake Eating Contest 7pm	





- **Grinch 5k (Sunday, 12/1):** LBCA is hosting a Grinch 5k through town to kick off Winterfest! We would love to have our businesses open and profiting from the tourism for this event.

### • **Winterfest Week (Monday 12/2 - Sunday 12/08)**

- **Letters to Santa AND / OR Mr. Grinch (12/2 - 12/8):** Kids/parents can now download fun Santa letterhead to drop in the Santa Mailbox or write a letter to Mr. Grinch!
- **Business Decorating Contest (12/2 - 12/7):** This will be for Businesses with storefronts to showcase their holiday spirit. This year, 2 Winners will be awarded. The 1st by Judging Panel and a Popular Vote through online voting. Photos will be taken of all businesses and businesses will be featured throughout the week online. Winners will be announced on Sunday, December 8th.
- **Home Decorating Contest (12/2 - 12/7):** Anyone with a Laingsburg Address is invited to participate! We are accepting the first 100 houses to register. There will be 2 Winners - the 1st by Judging Panel and the Popular Vote through online voting. Winners will win VISA gift cards and ride in the parade. All houses will be highlighted on a map throughout the week to visitors inside and outside of our community. Winners will be announced on Sunday, December 8th.
- **Stuff the Bus Donations (12/2 - 12/7):** Several drop-off locations will be made available throughout town for donations to the Laingsburg Food Bank. On Saturday, we will have a Stuff the Bus event until Parade time.
- **Giving Tuesday (12/3):** Supporting The Clothesline & Raise Up Shiawassee, as well as any other Laingsburg non-profit organizations.



## • Winterfest Week (Monday 12/2 - Sunday 12/08)

- **Thoughtful Trees Decorating Contest & Donation** (12/4 - 12/6): Six (6) Trees are donated by a business sponsor and decorated by a group/family/organization. The trees are voted on and the one with the most votes wins a prize. The trees (full decorated) are then donated to a local family in need.
- **Downtown Winterfest Celebration (12/7; 4pm-8pm):** Similar to years past, downtown Laingsburg will be full of residents and visitors bringing in the holiday spirit. Santa & Mrs. Claus will be greeting kids in the ECEC, there will be a holiday market and kids games, music downtown, etc.
  - **Downtown Events (*Businesses*)** (3pm-8pm)
  - **Winter Market & Lighted Tunnel Display** (3pm-8pm)
  - **Visit with Santa & Mrs. Claus** (3pm-5:45pm; 7pm-8pm)
  - **Santa's Light Parade** (6pm)    • **Library Silent Auction** (4pm-7:30pm)
  - **Santa's Silent Disco** (8pm - 9pm)
  - **Pancake Eating Contest** (7pm)    • **Chilly Cook off Contest** (TBD)
- **Storytime with Santa & Mrs. Claus** (12/8; 5pm): Similar to years past, Mr. & Mrs. Claus will read story LIVE on Facebook, streaming right from our very own local library. Children are welcome to attend in person!







### **How your Business can Participate:**

- 1. Have Events/ Specials during the week of Winterfest or during the Downtown Celebration (12/7)** Provide a list of events or specials you are holding during the week of Winterfest to the LBCA and we will include it on our marketing materials. LBCA member's events will be listed on the calendar of events/poster. Everyone open will be on the map.
- 2. Display the Winterfest Poster!** Posters will be printed in the coming weeks to be displayed around town.
- 3. Sponsor an event!** Contact LBCA for sponsorship opportunities. You can email Ed Tyler at [lbcamembership23@gmail.com](mailto:lbcamembership23@gmail.com)
- 4. Participate in the Business Decorating Contest!** Lighting up downtown attracts visitors from inside and outside the community. All registration documents are provided in your packet and online.
- 5. Join Santa's Light Parade!** All registration documents are provided in your packet and on the LBCA Website.
- 6. Donate to Stuff the Bus for the Laingsburg Food Bank!** All information is provided on the LBCA Website.
- 7. Host a Thoughtful Tree!** If you have a business that is open to the public, we are looking for locations to display our thoughtful trees for visibility to the community. Contact the LBCA for availability.
- 8. Get Involved - Join the LBCA if you are not already a member!** LBCA Membership documents are provided. Your annual \$40 membership helps pay for events like this! For more information, please visit the LBCA website ([laingsburgbusiness.org](https://laingsburgbusiness.org)).

We will have a lot of promotion online this year, so please consider getting involved! If you have any questions about this event or how to participate, please check out the LBCA Website (<https://laingsburgbusiness.org>), the LBCA Facebook page (@LaingsburgBCA) or contact us by phone or email.

**We look forward to promoting our town, your business/organization, and all our community has to offer.**

## **HAPPY WINTERFEST!**

**Brianna Geasler - Cheesmond**, 2024 Winterfest Chair • 517-282-2814; [lbcawinterfest@gmail.com](mailto:lbcawinterfest@gmail.com)

**Ed Tyler**, 2024 LBCA President • 989-666-3626; [lbcamembership23@gmail.com](mailto:lbcamembership23@gmail.com)



## EVENT FORM

- ☐ Business Decorating Contest
- ☐ Decorate and or Host Thoughtful Tree
- ☐ Host Stuff The Bus Donation Box
- ☐ Decorate & have float in Santa's Lighted Parade
- ☐ Host an event at your business
- ☐ Donate an item for Library Silent Auction

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person Phone: \_\_\_\_\_

Business Offer: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT OF THE 2024 L.B.C.A. Winterfest**

Laingsburg Business & Community Association • P.O.Box 156 Laingsburg, MI 48848

If you have questions call

Brianna Geasler - Chessmond @ 517-282-2814 or Ed Tyler @ 989-666-3626