



Excelsior Lions Club presents the Second Annual
CHRISTMAS IN EXCELSIOR

A Magical Holiday Market Experience and Community Celebration

November 27 - 28, 2026 | 10 am - 6 pm | Free admission

Join us for two unforgettable days filled with classic holiday cheer and small-town charm on historic Water Street, Excelsior. Stroll through a festive holiday market, marvel at live reindeer, llamas, and huskies, and enjoy the sights and sounds of roaming carolers. Don't forget to snap a photo with Santa Claus, ride in a horse-drawn carriage, and create your own magical social media moment with the many photo opportunities onsite. Plus, you can indulge in seasonal eats that warm the soul – whether from our unique food vendors or from the many acclaimed restaurants lining Water Street.

EVENT HIGHLIGHTS:

- **Holiday Market:** Unique gifts, handmade crafts, and local vendors
- **Santa Visits:** Meet & greet with the man in red
- **Live Reindeer, Llamas, & Huskies:** A magical encounter for kids and adults
- **Live Music:** Classic holiday tunes from talented local performers
- **Seasonal Eats:** Cozy up with festive food & drinks

Whether you're looking to start new traditions or just soak in the holiday magic, Christmas in Excelsior promises an enchanting weekend for the whole family.

Sponsors like you help us keep this event free for all to enjoy. Thank you!

The generous support of our sponsors allows us to produce this special community event, strengthen our local businesses, and donate the proceeds to a wide array of local causes.

No amount is too small!

About the Excelsior Lions Club

The Excelsior Lions Club is a charitable organization, and has been serving the community since 2016. With a mission to give back through service and fellowship, the club supports a wide variety of causes, hosts charitable events, and brings neighbors together for the greater good.

christmasinexcelsiormn.com



SPONSORSHIP LEVELS

<p>PRESENTIN</p> <p>\$12,500</p> <p>FILLED</p>	<ul style="list-style-type: none">• Exclusive: full page program ad on back cover• Exclusive: Logo on "Christmas in Excelsior" merchandise• Prominent logo on event banner• Media opportunities/press release• Opportunity for prominent on-site branding• Logo in program, poster & website• Social media posts x 5• Prominent branding on 5,000 printed postcards• Feature in color insert in the <i>Sun Sailor</i> (20,000 person reach)• Customized video promotion
<p>DIAMOND</p> <p>\$8,000</p>	<ul style="list-style-type: none">• Full page program ad• Logo on event banner• Opportunity for prominent on-site branding• Logo in program, poster, website & social media posts x 5• Prominent branding on 5,000 printed postcards• Feature in color insert in the <i>Sun Sailor</i> (20,000 person reach)• Customized video promotion
<p>PLATINUM</p> <p>\$5,000</p>	<ul style="list-style-type: none">• Full page program ad• Logo on event banner• Logo in program, poster, website & social media posts• Customized video promotion
<p>GOLD</p> <p>\$2,500</p>	<ul style="list-style-type: none">• Half page program ad• Logo in program, website & social media posts
<p>SILVER</p> <p>\$1,000</p>	<ul style="list-style-type: none">• Quarter page program ad• Logo in program, website & social media posts
<p>BRONZE</p> <p>\$500</p>	<ul style="list-style-type: none">• Logo in program, website & social media posts
<p>FRIEND</p> <p>\$100</p>	<ul style="list-style-type: none">• Mention on program page list of donors



<p>DECOR*</p> <hr/> <p>\$3,000</p>	<ul style="list-style-type: none">• Half page ad in program• Signage• Logo in program, poster, website & social media posts
<p>FIRE DANCERS*</p> <hr/> <p>\$3,000</p>	<ul style="list-style-type: none">• Half page ad in program• Signage• Logo in program, poster, website & social media posts
<p>FROSTY'S FUNLAND*</p> <hr/> <p>\$3,000</p>	<ul style="list-style-type: none">• Half page ad in program• Signage• Logo in program, poster, website & social media posts
<p>REINDEER*</p> <hr/> <p>\$3,000</p>	<ul style="list-style-type: none">• Half page ad in program• Signage• Logo in program, poster, website & social media posts
<p>LLAMAS*</p> <hr/> <p>\$3,000</p>	<ul style="list-style-type: none">• Half page ad in program• Signage• Logo in program, poster, website & social media posts
<p>HUSKIES*</p> <hr/> <p>\$3,000</p>	<ul style="list-style-type: none">• Half page ad in program• Signage• Logo in program, poster, website & social media posts
<p>CARRIAGE RIDES*</p> <hr/> <p>\$3,000</p>	<ul style="list-style-type: none">• Half page ad in program• Signage• Logo in program, poster, website & social media posts
<p>FESTIVAL LIGHTS</p> <hr/> <p>\$1,500</p>	<ul style="list-style-type: none">• Quarter page ad in program• Signage• Logo in program, poster, website & social media posts

**These sponsorships can be split in two – a half page ad becomes quarter page ad*



CHRISTMAS IN EXCELSIOR 2025 TESTIMONIALS:

Great job to the community and organizations. It is and was the best on the Lake!

Bridget Dierickx Anderson

Beautiful work by all who participated in what I hope becomes an annual event!

Cindy Monten

It was wonderful! Thanks Garda Capital for what looked like some great support! Having the caroling was fabulous! So much joy! Bought some Christmas gifts and thoroughly enjoyed! Merry Christmas!!

Lynn Shadle Gabriel

Thanks for a fun event — we had a great time! Appreciate all the work that went into making it a fun night, hope it's a keeper!

Susan Skinner

Such an Amazing event! Thank you to all the volunteers for your many hours of preparation and planning...it paid off! What a fun day!

Sandra Dostal

Wonderful event!! So much happiness and kindness!!

Camilla Joy Iseminger Horne

We LOVED being a part of this event! Thank you all for putting on an amazing event and thank you to all the customers who supported small, local businesses these past 2 days.

Matter's Farm to Table

It was magical!

Christina 'Dalbey' Aanenson

It was a fantastic event!! Loved the opening act in the live music tent on Friday!

Jolie Stellmacher

Very festive and friendly. Thank you for all who donated their time and talents!!

Sharon Dehn

This was amazing. We were so impressed and really enjoyed it. We hope to make it a tradition. Thank You for your efforts. Bravo!

Darla Larson



MEDIA LINKS:

PRINT

What to Expect at Christmas in Excelsior - *Lake Minnetonka Magazine*

ALSO FEATURED IN:

Excelsior Quarterly, Fall 2025/ Winter 2026

Tonka Living Magazine, November 2025/ December 2025

Lake Minnetonka Lifestyle, February 2026

PHOTOS

Flurries fall on first annual Christmas in Excelsior | Local News | hometownsource.com

BROADCAST

KSTP

Interview: Christmas in Excelsior - KSTP.com 5 Eyewitness News

WCCO

Excelsior Minnesota hosts first Christmas in Excelsior

PODCASTS

Christmas in Excelsior - YouTube

SOCIAL



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www.instagram.com/christmasinexcelsiormn