



Excelsior Lions Club presents the First Annual  
**CHRISTMAS IN EXCELSIOR**

*A Magical Holiday Market Experience and Community Celebration*  
**November 28 - 29, 2025 | 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 husky puppies, 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 social media moment on magical Candy Cane Lane. 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](http://christmasinexcelsiormn.com)**



## SPONSORSHIP LEVELS

### PRESENTING

\$10,000

- Back page ad
- Prominent banner logo
- Media opportunities/press release
- Logo on "Christmas in Excelsior 2025" merchandise worn by volunteers
- Opportunity for onsite staging/branding
- Logo in program, poster, website & social media posts
- **Exclusive: branding on 5,000 printed postcards as Presenting Sponsor**
- **Exclusive: branding on color insert in the *Sun Sailor* with a 20,000 person reach**

### PLATINUM

\$5,000

- Full page ad in program
- Banner logo
- Logo in program, poster, website & social media posts

### GOLD

\$2,500

- Half page ad in program
- Logo in program, poster, website & social media posts

### SILVER

\$1,000

- Quarter page ad in program
- Logo in program, website & social media posts

### BRONZE

\$500

- Logo in program, website & social media posts

### FRIEND

\$100

- Mention on program page list of donors



**MARKETING**  
\$5,000

- Full page ad in program
- Banner logo
- Logo in program, poster, website & social media posts

**DECOR\***  
\$3,000

- Half page ad in program
- Signage
- Logo in program, poster, website & social media posts

**FROSTY'S FUNLAND\***  
\$3,000

- Half page ad in program
- Signage
- Logo in program, poster, website & social media posts

**CANDY CANE LANE\***  
\$3,000

- Half page ad in program
- Signage
- Logo in program, poster, website & social media posts

**REINDEER\***  
\$2,500

- Half page ad in program
- Signage
- Logo in program, poster, website & social media posts

**HUSKIES\***  
\$2,500

- Half page ad in program
- Signage
- Logo in program, poster, website & social media posts

**LLAMAS**  
\$1,500

- Half page ad in program
- Signage
- Logo in program, poster, website & social media posts

**FESTIVAL LIGHTS**  
\$1,500

- 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*