



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, 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 take a stroll down magical Candy Cane Lane. 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:** A magical encounter for kids and adults alike
- **Carolers:** 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!***

#### 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)**



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!**  
**We thank you for your support, it is sincerely appreciated!**

## MARKETING

\$5,000

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

## REINDEER\*

\$5,000

- Half page ad in program
- Signage
- 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

## SANTA'S WORKSHOP\*

\$3,000

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

## CANDYCANE LANE\*

\$3,000

- 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

## BANNER

\$500

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

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



## 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 and sold at event (exclusive)
- 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