



Walking in a
Winter
Wonderland

SPONSORSHIP OPPORTUNITIES

2026 Holiday Season

About

WALKING IN A WINTER WONDERLAND

FOR GENERATIONS, Shelbyville has welcomed neighbors and visitors from across the country and around the world to celebrate our heritage, support local businesses, and be part of the traditions that make our community special.

But when the holiday season comes, where can Bedford County come together to celebrate Christmas? That question became a vision, paving way for a new tradition this year.



FROM NOVEMBER 21 THROUGH JANUARY 2, Walking in a Winter Wonderland will transform Cooper Steel Arena and the Celebration Grounds into a one-of-a-kind holiday destination. More than 90,000 anticipated attendees will experience the festive fun, including Shelbyville's first-ever 5,000-square-foot real indoor ice rink, 40,000 square feet of walk-through Christmas lights, train rides, mini golf, bounce houses, a petting zoo, food trucks, and other activities for all ages.



90K 5K

*EXPECTED
ATTENDEES*

*SQUARE-FOOT REAL
INDOOR ICE RINK*

40K

*SQUARE FEET
of walk-through christmas lights, train rides, mini golf, bounce
houses, a petting zoo, food trucks, & other activities for all ages.*

SPONSORSHIP OVERVIEW

Interested in being a Walking in a Winter Wonderland Sponsor?

Put your brand at the heart of Bedford County's holiday season. As Walking in a Winter Wonderland transforms The Celebration Grounds into a must-visit destination for a projected 90,000 guests, your sponsorship will be seen by families, friends and neighbors creating memories that last. More than visibility, your support helps build cherished traditions and shows the community that your business is invested in the people who call this place home.

SPONSORSHIP LEVELS

ELITE TICKETING SPONSOR

\$100,000

Pre-Event Promotion
Event Recognition
Exclusive Event Participation Opportunity

WHITTLERS TREE SPONSOR

\$50,000

Pre-Event Promotion
Event Recognition
Exclusive Event Participation Opportunity

PREMIER SPONSOR

\$25,000

Pre-Event Promotion
Event Recognition
Exclusive Event Participation Opportunity

CELEBRATION SPONSORS

\$15,000

Exclusive activity sponsorship
Event-wide recognition
Exclusive Event Participation Opportunity

BARN SPONSORSHIP

HALF BARN
\$1,500

FULL BARN
\$3,000

Every barn sponsorship includes a professional basic holiday lighting and greenery package, including Front eave Christmas lighting, Christmas wreath, Christmas garland swag

CORPORATE SPONSOR

\$10,000

Social media recognition
Name included on select printed event materials.
Name featured on the overall event sponsor banner
Exclusive Event Participation Opportunity

COMMUNITY SPONSOR

\$5,000-\$9,999

Social media recognition
Name included on select printed event materials.
Name featured on the overall event sponsor banner
Exclusive Event Participation Opportunity

SUPPORTING SPONSORS

\$50-\$4,999

Social media recognition
Name featured on the overall event sponsor banner

TO ENSURE RECOGNITION, ALL SPONSORSHIPS MUST BE COMMITTED & FINALIZED BY NOVEMBER 1ST.

IF YOU HAVE ANY QUESTIONS CONTACT BRIAN CREWS
BRIAN@BRIDGEBEDFORD.ORG



Scan The QR Code
For More Information

SPONSORSHIP LEVELS

ELITE TICKETING SPONSOR

\$100,000

- **PRE-EVENT PROMOTION**

- Prominent logo placement on the event website
- Dedicated social media recognition through the Bridge Bedford Facebook page, highlighting your contribution and support of the event

- **EVENT RECOGNITION**

- Logo placement on printed event materials
- Your logo and designation as the “Official Ticket Sponsor” featured on all wristbands used for entry into the Cooper Steel Arena
 - Sponsorship commitment needed by October 1ST to ensure logo placement on wristbands.
- Logo placement on all digital ticket confirmation emails sent to attendees
- Name and/or logo recognition on the overall event sponsor banner, displayed throughout the duration of the event

- **EXCLUSIVE EVENT PARTICIPATION OPPORTUNITY**

- Opportunity to host a private holiday event featuring skating and the light show
- Available on a weekday, based on availability
- Accommodates up to 250 guests

OR

- 100 complimentary general admission tickets for your employees, clients, or members of the community
- Tickets may be used at any time during the event from November 21ST – Jan 2ND
 - Complimentary ticket package is valid for one-time use

WHITTLERS TREE SPONSOR

\$50,000

- **PRE-EVENT PROMOTION**

- Prominent logo placement on the event website
- Logo inclusion on pre-event marketing and promotional materials
- Dedicated social media recognition through the Bridge Bedford Facebook page, highlighting your contribution and support of the event

- **EVENT RECOGNITION**

- Logo placement on printed event materials
- Logo placement on and around Whittlers Tree area. This will be in a prominent spot closest to the food trucks and food court area.
- Name and/or logo recognition on the overall event sponsor banner, displayed throughout the duration of the event

- **EXCLUSIVE EVENT PARTICIPATION OPPORTUNITY**

- Opportunity to host a private holiday event featuring skating and the light show
- Available on a weekday, based on availability
- Accommodates up to 250 guests

OR

- 100 complimentary general admission tickets for your employees, clients, or members of the community
- Tickets may be used at any time during the event from November 21ST – Jan 2ND
 - Complimentary ticket package is valid for one-time use

SPONSORSHIP LEVELS

PREMIER FOOD COURT SPONSOR

\$25,000

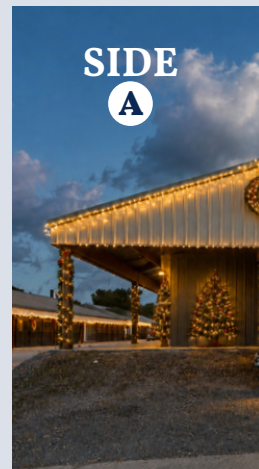
- **PRE-EVENT PROMOTION**
 - Prominent logo placement on the event website
 - Logo inclusion on pre-event marketing and promotional materials
 - Dedicated social media recognition through the Bridge Bedford Facebook page, highlighting your contribution and support of the event
 - **EVENT PROMOTION**
 - Logo placement on printed event materials
 - Logo placement on and around food court area. This will be in a prominent spot closest to the food trucks and Champions arena, and near the Whittlers Tree.
 - Name and/or logo recognition on the overall event sponsor banner, displayed throughout the duration of the event
 - **EVENT PARTICIPATION**
 - Opportunity to host a private holiday event featuring skating and the light show
 - Available on a weekday, based on availability
 - Accommodates up to 250 guests
- OR**
- 100 complimentary general admission tickets for your employees, clients, or members of the community
 - Tickets may be used at any time during the event from November 21ST – Jan 2ND
 - Complimentary ticket package is valid for one-time use

CELEBRATION SPONSORS

\$15,000

- **EXCLUSIVE ACTIVITY SPONSORSHIP:** Your name will be featured on a 24" x 16" A frame sign displayed in front of the activity throughout the entire event. You will be the **sole sponsor** of this activity.
- **EVENT-WIDE RECOGNITION:** Your name will also be included on the **overall event sponsor banner**, which will be displayed throughout the duration of the event.
- **EXCLUSIVE EVENT PARTICIPATION OPPORTUNITY**
 - 100 complimentary general admission tickets for your employees, clients, or members of the community
 - Tickets may be used at any time during the event
 - Complimentary ticket package is valid for one-time use

SPONSORSHIP LEVELS



BARN SPONSORSHIP

HALF BARN

\$1,500

A half-barn sponsorship provides your organization with a designated portion of a barn to transform into your own Christmas experience.

FULL BARN

\$3,000

A full-barn sponsorship gives your organization exclusive use of an entire barn, providing maximum creative freedom, visibility and branding opportunities.

Every barn sponsorship includes a professional basic holiday lighting and greenery package, including Front eave Christmas lighting, Christmas wreath, Christmas garland swag

MAKE IT YOUR OWN

Additional decorations and branding are the responsibility of the sponsor. Sponsors are encouraged to transform their space into a unique Christmas experience that reflects their organization, business or brand.

CATEGORIES INCLUDE:

- Santa's Workshop
- Traditional Christmas
- Tennessee Christmas
- Walking Horse Country
- America 250
- Bethlehem Nativity

Sponsors may incorporate appropriate company branding, signage, products and interactive elements, subject to event guidelines and approval.

Companies responsible for any further branding/decorating.

NEED GUIDELINES/ DO'S & DON'TS:

- No permanent changes to the barn
- Do not cover any pre-existing Christmas decor/lighting
- Company is responsible for brand recognition (banners, signage, etc)
- Decoration must stay within the bounds of barn porch.
- Must be able to withstand all weather conditions

DECOR INSTALL: November 16TH-21ST

DECOR REMOVAL: By January 9TH

Two passes granted only for barn maintenance such as readjusting decor, reattaching signage, etc. No further changes to design can be made after November 21ST.

SPONSORSHIP LEVELS

CORPORATE SPONSOR

\$10,000

- This sponsorship helps offset additional event expenses, including staffing, printed materials, event maintenance, and other operational costs.
- Social media recognition through a group post on the Bridge Bedford Facebook page, highlighting their contribution alongside other community sponsors.
- Name included on select printed event materials.
- Name featured on the overall event sponsor banner, displayed throughout the duration of the event.

EXCLUSIVE EVENT PARTICIPATION OPPORTUNITY

- Opportunity to host a private holiday event featuring skating and the light show
- Available on a weekday, based on availability
- Accommodates up to 250 guests

OR

- 100 complimentary general admission tickets for your employees, clients, or members of the community
- Tickets may be used at any time during the event from November 21ST– Jan 2ND
 - Complimentary ticket package is valid for one-time use

COMMUNITY SPONSOR

\$5,000-\$9,999

- This sponsorship helps offset additional event expenses, including staffing, printed materials, event maintenance, and other operational costs.
- Social media recognition through a group post on the Bridge Bedford Facebook page, highlighting their contribution alongside other community sponsors.
- Name included on select printed event materials.
- Name featured on the overall event sponsor banner, displayed throughout the duration of the event.

EXCLUSIVE EVENT PARTICIPATION OPPORTUNITY

- 25 complimentary general admission tickets for your employees, clients, or members of the community
- Tickets may be used at any time during the event
- Complimentary ticket package is valid for one-time use

SUPPORTING SPONSORS

\$50-\$4,999

- This sponsorship helps offset additional event expenses, including staffing, printed materials, event maintenance, and other operational costs.
- Social media recognition through a group post on the Bridge Bedford Facebook page, highlighting their contribution alongside other supporting sponsors.
- Name featured on the overall event sponsor banner, displayed throughout the duration of the event.