

ABOUT THE EVENT

Christmas on Main



First Saturday in December | A Hallmark-Style Holiday Experience

Straight out of a holiday movie, Christmas on Main turns downtown Washington into a festive winter wonderland. Families enjoy carriage rides, snowball fights, festive photo opportunities, food trucks, and a bustling vendor village—culminating in the beloved Christmas Parade and Santa greeting children afterward. This cherished community tradition continues to grow, with exciting future additions like an ice rink and live reindeer on the horizon. Sponsoring Christmas on Main connects businesses with nostalgic charm, family memories, and peak holiday foot traffic.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Top/XL logo on printed materials
- Featured Press Release Spotlight
- Dedicated social media post
- Featured in DDW Newsletter
- Added to our Christmas on Main Partner list located on the DDW website
- Onstage acknowledgement throughout event
- Opportunity to host branded activity booth at event
- Free Reserved Large Igloo for up to 8 people
- Logo on event t-shirt + one for you to keep
- Free 2027 Discover Downtown Washington general support sponsorship
- FREE annual sponsorship to Discover Downtown Washington

\$5,000

GOLD

- Logo placement on select print materials
- Dedicated social media post
- Logo on event t-shirt + one for you to keep
- On stage acknowledgement at start and end of event
- Free small igloo reservation for up to 4 people
- Free 2027 Discover Downtown Washington general support sponsorship
- Added to our Christmas on Main Partner list located on the DDW website

\$3,000

SILVER

- Logo placement on event page and social media mention
- Logo on event t-shirt + one for you to keep
- On stage acknowledgement during event
- Added to our Christmas on Main Partner list located on the DDW website

\$1,000

