

Light Up the Park

2026 Sponsorship Campaign

2,000+

Guests at the Kick-Off
Celebration

100

Live Christmas Trees Lining
Town Square

31

Nights the Park Stays Lit

Join Us in Lighting Up Pinckney

Light Up the Park is Pinckney's biggest holiday tradition —a one-night Kick-Off Celebration on Saturday, November 28 that launches a full month of lights across our Town Square. One hundred live Christmas trees line the sidewalks, each purchased and decorated by a local business. Our historic 150-year-old town square building, the gazebo, and the mature trees of the square are wrapped in professional lighting, turning downtown Pinckney into a walkable holiday wonderland every night from the Kick-Off through the end of the month. The Kick-Off Celebration alone draws more than 2,000 visitors from across the region — families looking for tree lighting, carolers, cocoa, and small-town holiday spirit — and the display keeps bringing them back to shop and dine downtown for the entire month that follows.



Producing this event — professional light installation on the town square's mature trees, the historic building, and the gazebo, plus staging, staffing, and promotion for the Kick-Off Celebration — costs approximately \$20,000 each year. Tree sponsorships cover the cost of the trees themselves and each sponsor's yard sign, but they do not cover the lighting, event production, or infrastructure that make Light Up the Park possible. That's where our sponsors come in.

Why Sponsor Light Up the Park?

- Put your business in front of 2,000+ attendees at the Kick-Off Celebration, plus the thousands of residents and visitors who walk downtown Pinckney throughout the month.
- Align your brand with a beloved, family-friendly community tradition.
- Support the historic preservation and lighting of Pinckney's town square and its 150-year-old landmark building.
- Help keep downtown Pinckney a destination for holiday shopping and dining all season long.

Activity Sponsorships

Every sponsorship helps cover the \$20,000 cost of producing Light Up the Park — the Kick-Off Celebration activities and the professional lighting that keeps the park glowing all month. Choose an activity that fits your business, or give a General Sponsorship in any amount.



Activity	Investment	What's Included
Horse & Carriage Rides	\$1,500	Exclusive sponsor of the horse & carriage rides at the Kick-Off Celebration. Signage displayed at the carriage loading area. Logo on the event website and social media. Recognition from the stage at the Kick-Off Celebration.
Professional Lights (5 available)	\$2,000	Sponsor the professional lighting on the town square's trees, the 150-year-old landmark building, or the gazebo. Signage at your sponsored light display for the full month. Logo on the event website and social media. Recognition from the stage at the Kick-Off Celebration.
Pony Rides	\$500	Exclusive sponsor of the pony rides at the Kick-Off Celebration. Signage displayed at the pony ride area. Logo on the event website and social media.
Carolers	\$500	Sponsor the strolling carolers at the Kick-Off Celebration. Signage near the caroling area. Logo on the event website and social media.
Hot Cocoa Station	\$600	Exclusive sponsor of the hot cocoa station at the Kick-Off Celebration. Signage displayed at the cocoa station. Logo on the event website and social media.
Art Tent	\$400	Exclusive sponsor of the kids' art tent at the Kick-Off Celebration. Signage displayed at the art tent. Logo on the event website and social media.
Cookie Crawl	\$200	Sponsor of the downtown Cookie Crawl. Business listed as a Cookie Crawl stop or sponsor on event materials. Logo on the event website and social media.
General Sponsorship (any amount welcome)	\$5 – Unlimited	Give any amount to support the overall cost of Light Up the Park. Name listed on the event website and sponsor thank-you materials. Every gift, large or small, helps light up Pinckney.

In-kind sponsorships (equipment, labor, materials, or services) are also welcome and will be recognized at the equivalent cash level. Contact us to discuss.



Business Tree Sponsorship

Separate from event sponsorship, every business is invited to sponsor one of the 100 live Christmas trees lining Pinckney's sidewalks. Your business purchases and decorates a tree, and a yard sign with your business name or logo is displayed beside it for the entire month — a simple, festive way to be part of Light Up the Park. Tree sales end once all 100 trees are sold, or on November 1, whichever comes first — so early reservations are encouraged.

Tree Sponsorship	Price	Deadline
Business Tree Sponsorship — Early Bird	\$100 per tree	Now through July 31
Business Tree Sponsorship — Standard	\$125 per tree	Beginning August 1
Non-Profit Organizations	\$100 per tree	All year, no deadline

Tree sponsorship fees cover the cost of the tree and your yard sign, and are separate from — and in addition to — the general event sponsorship levels above. Businesses are welcome to do both! Trees are sold on a first-come, first-served basis — sales close once all 100 trees are claimed or on November 1, whichever happens first.

How to Become a Sponsor

We'd love to have you [lightupPinckneywithus](#). To [reserve your sponsorship level](#) or [sponsor a tree](#), please reach out:

Regina Hamlett or Susie Tennyson, Light Up the Park Committee

810-306-8639 · lutppinckney@gmail.com · lutppinckney.com

Thank you for helping Light Up the Park — Pinckney!

