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Chief of Police
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Director of Community Development
SONYA ABT

Director of Finance
CHRIS MINICK

Director of Public Works
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October 1, 2025

Dear Influential Community Business Member:

The Village of Montgomery is gearing up for its annual Montgomery Merry & Bright holiday events, including the Tree Lighting, Visit from Santa, and Festival of Trees.

This event is a community favorite, and your business would make a great addition to the festivities. Montgomery Merry & Bright offers a multitude of opportunities to get your business in front of the community, and we would be delighted to offer you the chance to sponsor and support this event.

There are several ways you can support Montgomery Merry & Bright:

- **SPONSOR THE EVENT**

Sponsorship directly supports activities hosted throughout the event, which include traditional carolers, Santa, crafts, DJ entertainment, lighting, and decorations for all to enjoy, among other features. 100% of the funds collected are invested directly back into the community. Multiple levels of sponsorship are available to meet your needs and budget.

- **SPONSOR AN ACTIVITY**

One way we aim to grow the event and garner community participation is through a variety of activities at the Tree Lighting. Hand out goodies or snacks, oversee a game, or assist with entertainment. You can use different pre-made options, or you can talk to us about your own ideas.

- **SPONSOR A TREE**

One of the most fun and exciting parts of this event is the unique and creative trees on display along River Street and inside Village Hall. I've included the attached information for you for details on tree participation. Greater Montgomery Area Chamber of Commerce Members, schools, and local nonprofits receive a discount. For more information on joining the Chamber, visit chamberofmontgomeryil.org.

We hope you will support this event so this can be our merriest and brightest year yet. We thank you for making our community merry and bright and wish you and your organization a wonderful and safe holiday season.

Respectfully,

Rosie Boeing
Community Engagement & Event Coordinator

Montgomery

**Celebrate the Season.
Get Involved.
Support Your Community.**

Join the Village of Montgomery and the Greater Montgomery Area Chamber of Commerce this holiday season. Montgomery Merry & Bright offers a variety of ways to get involved and support our favorite holiday tree lighting.

Connect with over 1,000 visitors at the annual Tree Lighting & Visit with Santa on Sunday, December 7, 2025, from 5-7P. The event features traditional tree lighting, Santa, musical entertainment, hot chocolate, cookies, kids' activities, and more!

The Festival of Trees display dazzles all month long outside along River Street and inside Village Hall for the community and visitors to view and get in the spirit of the holidays.

SPONSORSHIP OPPORTUNITIES

GOLD TREE LIGHTING SPONSOR

\$2,500 commitment includes:

- Presenting sponsor placement on promotional pieces and press releases.
- Logo included on exclusive a-frame signage during the event.
- Ability to participate in the Festival of Trees.
- In-person inclusion in the tree lighting ceremony, including event announcements.
- Ability to be onsite during the event with access to the 1,000+ expected in attendance.
- Ability to host an onsite activity.

SILVER TREE LIGHTING SPONSOR

\$1,000 commitment includes:

- Logo on a-frame signage during the event.
- Inclusion in announcements at the event.
- Ability to participate in the Festival of Trees.
- Ability to be onsite during the event with access to the 1,000+ expected in attendance.
- Ability to host an onsite activity - responsibility includes bringing volunteers to man the activity during the event.

RED TREE LIGHTING SPONSOR

\$500 commitment includes:

- Logo included on promotional pieces.
- Logo on a-frame signage during the event.
- Inclusion in announcements at the event.
- Ability to participate in the Festival of Trees.

Event presented by



More at montgomeryil.org.

Questions?

Village of Montgomery | Rosie Boeing | Community Engagement & Event Coordinator | rboeing@montgomeryil.org | 331-212-9008

MERRY & Bright



Festival of Trees Participation Opportunities

Sunday, December 7 - Tuesday, December 30 | Around Village Hall



OUTDOOR LIVE TREE PARTNER

-Displayed Outdoors on River St.

GMACC Member | \$100
Non-Chamber Member | \$150
Non-Profit (501c3) | \$75

The fee includes a live tree, signage, and an electrical hook-up. Partner must provide outdoor weather-proof decor and lighting.

Feature your business or organization from December 7 through December 30 along River Street for all to see. This is an excellent opportunity to support the Village of Montgomery and showcase your brand to the community.

This outdoor opportunity is open to residents, families, businesses, nonprofits, or organizations but space is limited to 24 trees. Participant must provide all weather-proof / environmentally friendly decor and light the tree (provide lights and install). Decorating must occur between the morning of December 1 and noon on December 6.

The fee covers a 5-6' Fraser Fir purchased locally. Installation, staking, and watering by the Village of Montgomery Public Works Department included. Additionally, all outdoor tree sponsors will receive a 24" by 18" corrugated sign with their logo to be staked in front of their tree and have a chance to win the Chamber's Choice Award.



INDOOR TREE PARTNER

-Displayed in Village Hall

GMACC Member | \$0
Non-Chamber Member | \$10
Non-Profit (501c3) | \$0

Fee includes signage and timer for lights. Partner must provide an artificial tree, decor, and lighting.

Celebrate your family, showcase your non-profit, or highlight your business's community involvement with an indoor tree display; complete with community voting, throughout December.

This indoor opportunity is open to residents, families, businesses, nonprofits, or organizations. Tree decorating must occur between 8A-4:30P December 1, 2, 3, 4, and 5.

There is no participation fee for GMACC members, families, schools, or nonprofits. However, a small fee is assessed for outside businesses. Space is limited to 20 trees. Participants must provide a minimum of 5' and a maximum of 9' artificial trees, with decor and lighting. An 8.5" x 11" sign will be provided for your tree. You are encouraged to find a unique way to incorporate that into your display.



SPONSORSHIP & PAYMENT SUMMARY

Please indicate the level at which your organization will participate and return with payment to rboeing@montgomeryil.org or by mail to Village Hall | 200 N. River St., Montgomery, IL 60538.

Sponsorship

**DEADLINE FOR PARTICIPATION:
NOVEMBER 21 TO GUARANTEE
FESTIVAL OF TREES INCLUSION.**

- ☐ Gold Tree Lighting Sponsor | \$2,500
- ☐ Silver Tree Lighting Sponsor | \$1,000
- ☐ Red Tree Lighting Sponsor | \$500

RIVER STREET FESTIVAL OF TREES PARTICIPATION INCLUDED
WITH ALL LEVELS OF SPONSORSHIP.

Contact Information

Tree Sponsor: _____

Contact: _____

Phone: _____

Email: _____

Address: _____

City, State, Zip: _____

Website: _____

Tree Participant

SPACE IS LIMITED.

- ☐ River Street Festival of Tree Participant - OUTDOOR
- ☐ Village Hall Festival of Tree Participant - INDOOR

PLEASE SELECT ONE (1)

	<input type="checkbox"/> GMACC Member	<input type="checkbox"/> Non-GMACC Member	<input type="checkbox"/> Non-Profit(501c3)
OUTDOOR	\$100	\$150	\$75
INDOOR*	FREE	\$10	FREE

*Must provide artificial tree.

Payment & Invoicing Information

- ☐ CHECK # _____ Enclosed
- ☐ INVOICE, net 30, sent by email to: _____
- ☐ CREDIT CARD | A member of our staff will call to coordinate an online link from which to make your payment.

Contact (for payment questions): _____

Direct Phone: _____

Email Address: _____

Along with the commitment form and payment, please submit digital logos* for marketing and signage to:

Rosie Boeing | 200 N. River St. | Montgomery, IL 60538 | 331-212-9008 | rboeing@montgomeryil.org

* High-resolution images for printing are required. Approved logo formats are eps, pdf, or png.