



Christmas Town Sponsorship Invitation

The magic of Christmas is almost here!

Christmas Town, Dallas' annual holiday celebration, returns on December 5, 2026, bringing festive joy and community spirit to downtown. This special event features the Christmas tree lighting, parade, music performances, Santa's arrival, and much more.

Whether you are returning as a sponsor or joining us for the first time, your support helps make Christmas Town possible and truly magical. Sponsors become an essential part of the holiday spirit while also gaining the opportunity to connect with a wide and diverse audience.

Sponsorship opportunities range from \$5 for a Jingle Bells Sponsor to \$1,500 for a Santa's Helper Sponsor. An invoice is available upon request. Full details can be found in the attached sponsorship package.

You may submit your sponsorship by mail or online here:

Christmas Town Sponsorship: zeffy.com

Your contribution ensures this beloved tradition continues to grow while strengthening our community for all who live, work, and visit here.

We also invite you to join the fun by participating in the Christmas Town Parade. Apply online here: [Christmas Town Parade](#)

For questions about sponsorships or event details, please contact:

Helen Connolly
Manager, Dallas Downtown Association
Federal ID #: 47-2501564
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Phone: (503) 967-5376

Thank you for your support. We can't wait to celebrate the holiday season with you.