THE 35th ANNUAL FESTIVAL OF LIGHTS

Christmas on The Katy Line

DECEMBER 5, 2026

10:00am to 4:00pm

Lighted Parade 6:30pm

DOWNTOWN SMITHVILLE, TEXAS



SPONSORSHIP OPPORTUNITIES

Be part of a growing holiday tradition that brings our hometown together with visitors from across the region for merriment, memories and wholesome fun.

ALL PACKAGES INCLUDE EVENT RECOGNITION, DIGITAL & SOCIAL EXPOSURE, AND ACCESS TO 5,000 EXPECTED ATTENDEES

TITLE SPONSOR

$10,000

EXCLUSIVE - 1 AVAILABLE

- "Presented by" recognition across event branding
- Primary logo placement + press recognition
- Prominent festival banners & VIP Reception

MUSIC SPONSOR

$3,500

1 AVAILABLE

- Official Music Sponsor designation
- Main Stage banner placement
- Logo printed on music schedule

PARADE SPONSOR

★ SOLD ★

- [illegible] Sponsor designation
- Banner placementon Chamber's leading float
- VIP Seating + ride on leading float

KIDS ZONE SPONSOR

$2,500

1 AVAILABLE

- Official Katy Yard Kids Zone Sponsor designation
- Kids Zone banner + activity recognition
- Logo on Kids Activities handouts

CHILI COOK-OFF SPONSOR

★ SOLD ★

- [illegible] Cook-Off Sponsor designation
- Prominent banner placement at Cook-Off
- Judge entries + present awards

CAR SHOW SPONSOR

$1,500

1 AVAILABLE

- Official Car Show Sponsor designation
- Prominent banner placement at Car Show
- Judge vintage cars for Sponsor's Choice

VENDOR MARKET SPONSOR

$1,000

1 AVAILABLE

- Official Katy Merchantile Sponsor designation
- Prominent banner placement at Vendor Market
- Prime 10x10 vendor booth location

PHOTO-OP SPONSOR

★ SOLD ★

- [illegible] Photo-Op Stop Sponsor designation
- Banner placement at decorated rail car vignette
- Prime 10x10 vendor booth location

KIDS' ACTIVITIES SPONSOR

$500

AFFILITE OPPORTUNITY

- Sponsor one featured kids activity
- Banner placement near sponsor activity
- Lead a 10x10 activity booth or bring your

"FRIENDS OF THE FESTIVAL" SPONSOR OPPORTUNITIES ALSO AVAILABLE, JUST ASK!

SECURE YOUR SPONSORSHIP FOR *CHRISTMAS ON THE KATY LINE*

Kathy Danielson, Director (512)237-2313
kathy.danielson@smithvilletx.org

PRODUCED BY SMITHVILLE Area Chamber of Commerce

IN PARTNERSHIP WITH VISIT SMITHVILLE TEXAS

Print and advertising placement is subject to sponsorship commitment and receipt of usable logo artwork prior to applicable production and publication deadlines.

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THE KATY LINE CHRISTMAS TITLE SPONSOR

Be the name behind a cherished holiday tradition that brings the community and surrounding region together each year.

★ $10,000 ★
EXCLUSIVE OPPORTUNITY
(ONE AVAILABLE)

AUDIENCE & REACH

- Expected Attendance: 5,000+ attendees
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

BRAND EXPOSURE

- Recognition as a Presenting Sponsor across all event branding
- Primary logo placement on all print materials, poster & signage
- Featured inclusion in all digital and social media campaigns
- Recognition in press releases and community announcements

ON-SITE PRESENCE

- Prominent banner placement throughout festival site
- Prime 10x10 vendor booth location with high foot traffic
- Sponsor recognition during main stage announcements
- Direct engagement with attendees throughout the event

VIP EXPERIENCE

- VIP reception & seating during the Lighted Parade
- Complimentary team entry in the Katy Line Chili Cook-Off
- Holiday gift bags for 6 (includes event merchandise)
- Judge Vintage Cars for the "Sponsor's Choice Award"

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THE KATY LINE CHRISTMAS MUSIC SPONSOR

Help bring the sounds of the season to a hometown holiday tradition that brings locals & visitors together with live music & cheer.

$3,500
SELECT OPPORTUNITY
(ONE AVAILABLE)

AUDIENCE & REACH

- Expected Attendance: 5,000+ attendees
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

BRAND EXPOSURE

- Recognition as a Sponsor across event branding
- Logo placement on print materials, poster & select signage
- Inclusion in digital and social media campaigns
- Recognition in community announcements

ON-SITE PRESENCE

- Prominent logo banner placement at the Main Stage
- Prime 10x10 vendor booth location with high foot traffic
- Opportunity to provide branded promo items to attendees
- Direct engagement with attendees throughout the event

OTHER BENEFITS

- Designation as the official "Music Sponsor"
- Sponsor mentions during live music announcements all day
- Logo included on the printed music schedule signage
- Prominent sponsor mention on Music Schedule webpage

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THE KATY LINE CHRISTMAS PARADE SPONSOR

SOLD

ORTUNITY
(ONE AVAILABLE)

AUDIENCE & REACH

- Expected Attendance: 5,000+ attendees
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

BRAND EXPOSURE

- Recognition as a Sponsor across event branding
- Logo placement on print materials, poster & select signage
- Inclusion in digital and social media campaigns
- Recognition in community announcements

ON-SITE PRESENCE

- Prominent logo banner placement on the Leading Parade Float
- Prime 10x10 vendor booth location with high foot traffic
- Opportunity to provide promo items to festival attendees
- Direct engagement with attendees throughout the day

OTHER BENEFITS

- Designation as the official "KLC Express Parade Sponsor"
- VIP Seating during the Parade
- Opportunity to ride on the Leading Chamber Float
- Prominent sponsor logo on KLC Express Parade webpage

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PRIMARY KATY YARD KIDS ZONE SPONSOR

Help create a place where kids can play, laugh & make holiday memories at a hometown tradition that brings families together.

$2,500
FEATURED OPPORTUNITY
(ONE AVAILABLE)

AUDIENCE & REACH

- Expected Attendance: 5,000+ attendees
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

BRAND EXPOSURE

- Recognition as a Sponsor across event branding
- Logo placement on print materials, poster & select signage
- Inclusion in digital and social media campaigns
- Recognition in community announcements

ON-SITE PRESENCE

- Prominent logo placement in the Kids Zone & Visit Santa areas
- Prime 10x10 vendor booth location with high foot traffic
- Opportunity to provide branded promo items to attendees
- Direct engagement with attendees throughout the event

OTHER BENEFITS

- Designation as the official "Katy Yard Kids Zone Sponsor"
- Logo placement on two Kids' Activities printed handouts
- Sponsor of "Santa Visits" with logo placement near him
- Prominent sponsor logo on Katy Yard Kids Zone webpage

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THE KATY LINE CHILI COOK-OFF SPONSOR

★ SOLD ★

...RTUNITY
(TWO AVAILABLE)

...NCE & REACH

- Expected Attendance: 5,000+ attendees
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

BRAND EXPOSURE

- Recognition as a Sponsor across event branding
- Logo placement on print materials, poster & select signage
- Inclusion in digital and social media campaigns
- Prominent sponsor logo on Katy Line Chili Cook-Off webpage

ON-SITE PRESENCE

- Prominent logo banner placement at the Chili Cook-Off
- Prime 10x10 vendor booth location with high foot traffic
- Opportunity to provide branded promo items to attendees
- Direct engagement with attendees throughout the event

OTHER BENEFITS

- Designation as an official "Katy Line Chili Cook-Off Sponsor"
- Logo placement on voting & other related materials
- Opportunity to Judge Chili Competition Entries
- Opportunity to present at Awards Ceremony

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THE RAILS TO ROADS CLASSIC CAR SHOW SPONSOR

Help put holiday tradition in motion with a classic car show that brings enthusiasts, families and the community together.

$1,500
SELECT OPPORTUNITY
(ONE AVAILABLE)

AUDIENCE & REACH

- Expected Attendance: 5,000+ attendees
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

BRAND EXPOSURE

- Recognition as a Sponsor across event branding
- Logo placement on print materials, poster & select signage
- Inclusion in digital and social media campaigns
- Recognition in community announcements

ON-SITE PRESENCE

- Prime 10x10 vendor booth location with high foot traffic
- Opportunity to provide branded promo items to attendees
- Direct engagement with attendees throughout the event

OTHER BENEFITS

- Designation as an official "Rails to Roads Sponsor"
- Prominent logo banner placement at the Car Show area
- Judge Vintage Cars for the "Sponsor's Choice Award"
- Prominent sponsor logo on Rails to Roads Car Show webpage

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THE KATY MERCHANTILE (REC. CENTER) VENDOR MARKET SPONSOR

Help bring the festive cheer home with a vendor market that connects local makers, businesses and holiday shoppers.

$1,000
SELECT OPPORTUNITY
(ONE AVAILABLE)

AUDIENCE & REACH

- Within proximity to Festival attendees & anticipated shoppers
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

BRAND EXPOSURE

- Recognition as a Sponsor across event branding
- Logo placement on print materials, poster & select signage
- Inclusion in digital and social media campaigns
- Recognition in community announcements

ON-SITE PRESENCE

- Prime 10x10 vendor booth location at the Recreation Center
- Opportunity to provide branded promo items to attendees
- Direct engagement with attendees throughout the event

OTHER BENEFITS

- Designation as the official "Katy Merchantile Sponsor"
- Prominent logo banner placement at the Recreation Center
- Prominent sponsor logo on Katy Merchantile webpage

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THE KATY LINE CHRISTMAS PHOTO-OP SPONSOR

Help create a nictu

★ SOLD ★

NITY
AVAILABLE)

REACH

- Expected Attendance: 5,000+ attendees
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

BRAND EXPOSURE

- Recognition as a Sponsor online & at the festival
- Inclusion in digital and social media campaigns
- Recognition in community announcements

ON-SITE PRESENCE

- Prime 10x10 vendor booth location with high foot traffic
- Opportunity to provide branded promo items to attendees
- Direct engagement with attendees throughout the event

OTHER BENEFITS

- Designation as the official "KLC Photo-Op Stop" sponsor
- Logo banner placement at the decorated Rail Car vignette
- Prominent sponsor logo on Kids Activities webpage

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THE KATY YARD KIDS ZONE ACTIVITIES SPONSOR

Help add a little holiday magic with a fun-filled activity that gives kids a place to play, laugh and make memories.

$500
AFFILIATE OPPORTUNITY

AUDIENCE & REACH

- Expected Attendance: 5,000+ attendees
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

DIGITAL & ON-SITE PRESENCE

- Sponsor logo on Kids Activities webpage
- Featured Kids Activity "Sponsored by" signage at event
- Opportunity to lead 10x10 activity booth in Kids Zone
- Opportunity to provide branded promo items to attendees
- Direct engagement with attendees throughout the event

FEATURED ACTIVITIES

CHOOSE TO SPONSOR AN ACTIVITY

- AP EXPRESS TROLLEY RIDES ★ SOLD ★
- BOUNCE HOUSES
- ORNAMENT CRAFT ★ SOLD ★
- KIDS STORYTELLING
- BEAN BAG TOSS ★ SOLD ★

OR BRING YOUR OWN KIDS ACTIVITY

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"FRIENDS OF THE FESTIVAL" AFFILIATE SPONSOR

Help keep a cherished holiday tradition growing with support that brings families, visitors and the community together.

$2,000
CONTRIBUTOR OPPORTUNITY

AUDIENCE & REACH

- Expected Attendance: 5,000+ attendees
- Regional Draw: Bastrop County & Greater Austin, Central TX
- Event Visability: Thousands of in-person impressions
- Social & Digital Reach: On-going promotion before/after event

BRAND EXPOSURE

- Recognition as a Sponsor across event branding
- Logo placement on print materials, poster & select signage
- Inclusion in digital and social media campaigns
- Recognition in community announcements

ON-SITE PRESENCE

- Prime 10x10 vendor booth location with high foot traffic
- Opportunity to provide branded promo items to attendees
- Direct engagement with attendees throughout the event

OTHER BENEFITS

- Designation as an official "Friend of the Festival Sponsor"
- Prominent logo banner placement at the Depot area
- Prominent sponsor logo on Festival Map webpage

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