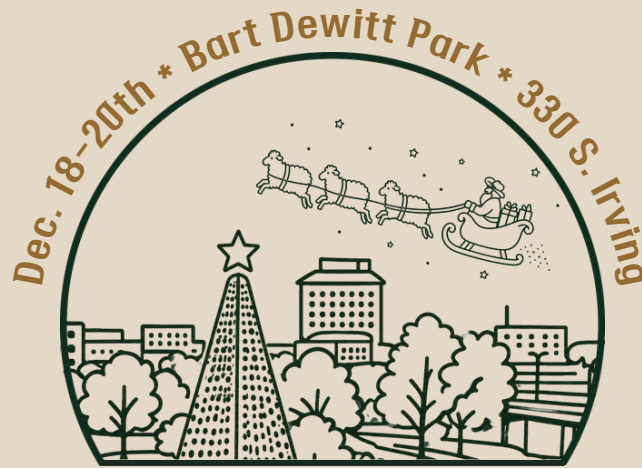




Downtown San Angelo, Inc.

EWETIDE CHRISTMAS

ESTD 2026

Founding Partner Guide





This December 18–20, Downtown San Angelo, Inc. is introducing Ewetide Christmas, a brand-new three-day holiday experience unlike anything else in San Angelo!



Guests will enjoy:

A mesmerizing 42-ft. RGB Christmas tree: A breathtaking, larger-than-life Christmas tree that guests can actually walk inside, creating a one-of-a-kind holiday photo opportunity and a centerpiece for the entire celebration.

Santa's Reindeer Ranch featuring live reindeer: Guests can “experience” the reindeer by visiting the ranch, taking home reindeer feed for Santa's reindeer to munch on at their home, take photos, and experience a little Christmas magic right here in Downtown San Angelo.

A real ice-skating rink: Yes, real frozen ice! We are bringing a winter wonderland feel to West Texas.

A Christmas S'mores Campfire: Guests can get cozy around the fire, warm up, and make the perfect holiday treat. (We are also incorporating an Ag Mech Fire Pit Build-Off competition between local schools to showcase their welding talents!)

A Hot Cocoa Bar: Nothing says Christmas like a warm cup of cocoa! Guests can stop by and choose from an assortment of toppings for a festive hot chocolate experience while enjoying everything happening throughout the event.

Live entertainment, Christmas markets, family activities and more!

This is the 1st Annual Ewetide Christmas, and we're excited to introduce it not only to our community, but to holiday travelers as well. Discover San Angelo is eager to help promote the event through its travel marketing, social media, and other advertising efforts.

We're expecting thousands of guests throughout the holiday weekend, making this a great opportunity for Spectrum to get noticed.



Neff's Way

Downtown San Angela, Inc.

EWETIDE CHRISTMAS

S. Chapbourne Street

S. Oaks Street



Legend:

1. Ewetide Glow Tree Lighting & Christmas Village Market
2. Santa's Reindeer Ranch
3. The Ewe-Tide Eats
4. Mistletoe Movie Lawn
5. Ewetide on Ice

6. Merry Makers Workshop & Letters to Santa
7. Ewetide Live
8. S'mores Christmas Campfire
9. The Nativity Nook
10. Sips of Ewetide

❄️ FOUNDING PARTNERS ❄️

MAKE THE MAGIC POSSIBLE

Your partnership brings this new holiday celebration to life while supporting downtown, local businesses, and our community!



Founding Presenting Sponsor

With this sponsorship you would be part of the foundation of a brand-new holiday tradition in Downtown San Angelo while receiving premier event-wide recognition!

Recognition

- "Ewetide Christmas presented by [Sponsor]" wherever appropriate
- Logo prominently featured on primary event marketing
- Featured recognition on website/event page
- Dedicated sponsor spotlight on social media
- Recognition in press releases
- Inclusion in official event map
- Founding Partner recognition on-site

Physical Presence

- Premium sponsor banner placement
- Banner on Ice Rink Wall
- Yard sign placement
- Opportunity for branded activation/display
- Logo on designated event signage

Experience

- Sponsor recognition during stage programming
- 6 complimentary skating session coupons

\$10,000



Stage Sponsor

Support the sounds of the season and put your brand in front of guests enjoying live entertainment throughout the event.

Recognition

- Stage Naming rights
- Logo on entertainment schedule
- Logo on event map
- Logo on stage-related digital marketing
- Social media recognition

Physical Presence

- Stage banner
- MC mentions throughout event
- Opportunity for sponsor representative to participate in opening/featured moment (Speech, giveaway, etc)

Experience

- Opportunity to provide branded giveaway from stage

\$7,500



Frost Rink Partner

Put your brand at the center of one of Ewetide Christmas's biggest attractions and help make the magic of skating possible!

Recognition

- Naming rights to skating rink
- Logo on rink-related marketing
- Recognition on event map
- Dedicated social media spotlight
- Website recognition
- Sponsor recognition during rink programming

Physical Presence

- Large rink entrance banner
- Larger Logo/signage frozen into the ice

Experience

- Opportunity for branded rink activation
- 4 complimentary skating session coupons

\$7,500



❄️ FOUNDING PARTNERS ❄️

MAKE THE MAGIC POSSIBLE

Your partnership brings this new holiday celebration to life while supporting downtown, local businesses, and our community!



Santa's Village Sponsor

Help create unforgettable Christmas memories for local families through Santa, crafts, games, and kids' activities.

Recognition

- Naming rights of the Area
- Logo on Event Map
- Social media spotlight
- Website recognition
- Sponsor recognition throughout the weekend from Stage

Physical Presence

- Activity-Area entrance signage

Experience

- Opportunity to provide branded children's promo items

\$5,000



Christmas Tree Sponsor

Help bring Ewetide's centerpiece to life and become part of the tradition families will gather around.

Recognition

- Prominent logo/signage at tree
- Logo on event map
- Social media recognition
- Website recognition

Physical Presence

- Tree-area signage

Experience

- Recognition and opportunity to take part in the tree lighting each evening

\$3,000



Supporting Frost Rink Sponsor

Help make the skating experience possible while placing your brand directly alongside one of Ewetide's most exciting attractions.

Recognition

- Logo on Event map
- Website Recognition
- Social media recognition
- Sponsor spotlight

Physical Presence

- Smaller logo frozen into the outer ring of the ice rink
- Exterior rink banner/signage

Experience

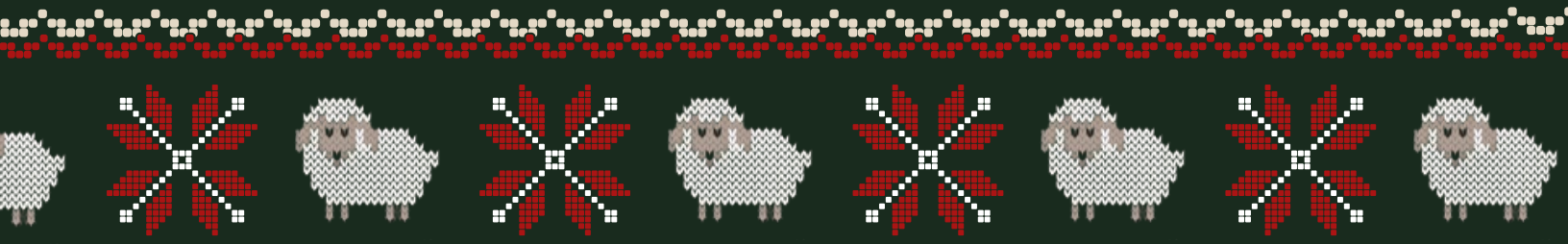
- 2 complimentary skating session coupons

\$2,500

Ewetide Supporting Sponsor & All Sponsors

- Logo on shared sponsor recognition signage
- Logo on event website
- Social media grouped sponsor recognition
- Yard sign opportunity
- Sponsor recognition at event

\$1,000





2026

EWETIDE CHRISTMAS

SPONSOR COMMITMENT FORM

Thank you for helping make Ewetide Christmas a new magical event for our community!

Sponsorship Selection

Please Select Your Sponsorship Level

- ☐ \$10,000 Founding Presenting Sponsor
- ☐ \$7,500 Stage Sponsor
- ☐ \$7,500 Frost Rink Sponsor
- ☐ \$5,000 Santa's Village Sponsor
- ☐ \$3,000 Christmas Tree Sponsor
- ☐ \$2,500 Frost Rink Supporting Sponsor
- ☐ \$1,000 Ewetide Supporting Sponsor

Payment Selection

Please Select Your Payment Method:

- ☐ Check Enclosed
- ☐ Please Invoice Us
- ☐ Pay Online

*Scan to Sign-Up
or Pay online Here!*



Sponsor Information

Business/ Organization Name: _____

Contact Name: _____

Phone: _____ Email: _____

Mailing Address: _____



Downtown San Angelo, Inc.
24 W. Concho Ave.
San Angelo, TX 76903
Info@dtsa.org

WE NEED YOUR LOGO!

Please email a high
resolution* logo to:
coordinator@dtsa.org