

The Downtown Christmas Festival is more than just an opportunity to market your business to thousands of prospective customers. It's about...



Creating family memories by sponsoring the horse and buggy rides. Your support of this timeless tradition brings families closer together, and provides a nice holiday memory. As the sponsor for this, you will receive twelve complimentary express tickets, which put you at the front of the line for a ride. Also, the back of the buggy and the boarding area will feature your company banner.



Making the impossible possible for the children of the Wiregrass through sponsoring the snow. Bringing snow to Dothan is nothing short of a miracle, and the squeals and delight of children playing in the snow attest to their joy. As one of three snow sponsors, your name is included in all promotional material, and you get premium space at the event to promote your business.



Christmas magic as seen through the eyes of a child as they tell Santa their wishes. As the Santa sponsor, you have the unique opportunity to interact with families as they wait for Santa. This direct marketing approach in a holiday environment is a joyful way to boost sales!

Providing a symbol of joy by sponsoring one of the four activities designed for families. You have your choice of activity (available on a first-come first serve basis):

Cookie Decorating Sponsor, Marshmallow Roasting Sponsor, Strolling Musician Sponsor or Train Ride Sponsor. Some of these sponsorships allow your staff the opportunity to spend quality time face-to-face with potential and current clients in a hands-on holiday activity.



Building Community through being a hospitality sponsor. A tent, complete with your banner and information will let the thousands of people there know who provided a comfortable resting spot for their enjoyment!

