

25<sup>th</sup> Annual Cordova Community

# Christmas Tree Lighting

4-7:30 p.m. Sunday, Dec. 1, 2024

Village Green Park

3141 Bridgeway Drive

Attendance: 5,000



## MISSION

The annual lighting of our Cordova Community Christmas Tree is a public event inspiring community unity, showcasing Rancho Cordova community life, promoting local business and providing a community branding experience.

## COLLABORATORS

This vibrant holiday celebration is a happy collaboration of numerous Rancho Cordova organizations, faith communities, and performers who give our celebration a true community appeal. This event is powered completely by volunteers from local civic associations and churches, led by the Cordova Community Council and an active planning group. Food trucks, fireworks, snow and Santa make it a party!

## ATTENDANCE

Event admission is free to the public. Attendance has exploded to more than 5,000 in what has become a leading community event.

## PUBLICITY

This event is marketed to the community through citywide signage, local media, social media, billboards and more.

Planning cycle begins in September. Sponsor deadline is Oct. 2 for inclusion in collateral materials, including publicity flyers, programs and volunteer gear. Event marketing begins Nov. 1.

## SPONSORS

In 2024, sponsorship opportunities include:

Stage sponsorship, Hay Ride sponsorship, Steam Train sponsorship, attractions and more! All offer business branding opportunities at a particularly joyous community gathering... during a particularly congenial time of year!

