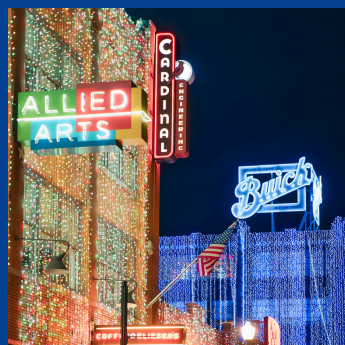




SPONSORSHIP OPPORTUNITIES

DOWNTOWN IN DECEMBER
2025 - 2026 SEASON



Celebrate with Us!



Each year, with the support of generous sponsors and community partners, Downtown Oklahoma City Partnership brings thousands to the city's core to celebrate the season through Downtown in December presented by Devon.

Now in its 24th year, this beloved tradition features more than 30 festive events: from ice skating and light displays to family-friendly fun and cultural celebrations, the holiday series showcases the energy and spirit of downtown. Most events are free or low-cost, making them accessible to all. Sponsorship opportunities include title, custom, and in-kind packages tailored to maximize your brand's visibility and community impact. Proceeds benefit Downtown Oklahoma City Partnership, a 501(c)(6) nonprofit that drives downtown vitality through placemaking, marketing, advocacy, and year-round services like cleaning, beautification, and event production.

Join us in creating our most magical season yet—and help keep Downtown in December a vibrant, inclusive tradition for everyone.

DOWNTOWN IN DECEMBER SPONSORSHIP LEVELS



Benefits	\$500	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000
Logo with link on Downtown Oklahoma City website (downtownokc.com) for one year						●
Dedicated feature in one "What's Up Downtown" weekly e-newsletter (7,200+ subscribers)						●
Prominent logo placement in footer of Downtown in December website (downtownindecember.com)					●	●
Invitation to participate in and/or promote business at select DOKC events throughout the year*					●	●
Logo on Downtown in December poster (distributed downtown-wide)					●	●
Logo in multi-page event program published in the Curbside Chronicle (Nov. - Dec.)				●	●	●
Logo with link on Downtown in December website				●	●	●
Name listed on Downtown in December rack card (distributed state-wide)				●	●	●
Name mentioned in Downtown OKC social media channels (564,000+ followers)			●	●	●	●
Name listed in Downtown in December press release			●	●	●	●
Name listed in Downtown in December "What's Up Downtown" e-newsletter editions		●	●	●	●	●
Name with link on Downtown in December website	●	●	●	●	●	●
Invitation to Downtown OKC sponsor & partner appreciation event	●	●	●	●	●	●
Ability to have on-site presence at a signature Downtown in December event**	+\$1500	+\$1000	+\$500	●	●	●
Desired support level	○	○	○	○	○	○

* Example includes booth set up or collateral at Downtown OKC Day

** Oklahoma City Tree Lighting Festival or Saints Santa Run

OKLAHOMA CITY TREE LIGHTING FESTIVAL

Mickey Mantle Drive in Bricktown
Thursday, November 13, 2025 from 5:30pm - 7:30pm
Estimated attendance: 5,000+



PHOTOS WITH SANTA SPONSORSHIP



\$5,000
CLAIMED

- Logo listed on sponsor signage at event
- Logo listed on signage at Photos with Santa station
- Logo with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed in press release and Facebook event
- Emcee recognition during event
- Ability to provide volunteers to help at station and distribute branded items

Sponsorship also includes \$1,000 level Downtown in December benefits



LETTERS TO SANTA SPONSORSHIP



\$5,000
CLAIMED

- Logo listed on sponsor signage at event
- Logo listed on signage at Letters to Santa station
- Logo with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed in press release and Facebook event
- Emcee recognition during event
- Ability to provide volunteers to help at station and distribute branded items

Sponsorship also includes \$1,000 level Downtown in December benefits





OKLAHOMA CITY TREE LIGHTING FESTIVAL

Mickey Mantle Drive in Bricktown
Thursday, November 13, 2025 from 5:30pm - 7:30pm
Estimated attendance: 5,000+

EVENT SPONSORSHIP

\$5,000

- Logo listed on event poster and signage at event
- Name mentioned in DOKC social media channels
- Logo with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed in press release and Facebook event
- Emcee recognition during event
- Ability to have on-site presence at event, with prominent booth placement

\$2,500

- Name listed on signage at event
- Name with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed in press release and Facebook event
- Emcee recognition during event
- Ability to have on-site presence at the event

Sponsorship also includes \$1,000 level Downtown in December benefits



OKLAHOMA CITY TREE LIGHTING FESTIVAL

Mickey Mantle Drive in Bricktown
Thursday, November 13, 2025 from 5:30pm - 7:30pm
Estimated attendance: 5,000+

OKLAHOMA CITY TREE LIGHTING FESTIVAL TITLE SPONSORSHIP

\$30,000
CLAIMED

- Event name listed as "Oklahoma City Tree Lighting Festival presented by Global Payments" in the first instance on all PR and marketing materials, as well as print and digital ads purchased by DOKC
- Title Sponsor's logo/name will be listed first and most prominently when all event sponsors are represented in print or digital communications
- Logo on event poster and event signage
- Logo with link on event webpage
- "Oklahoma City Tree Lighting Festival presented by Global Payments" listed in Downtown in December press release, OKC Tree Lighting Festival press release, and Facebook event
- Name mentioned in DOKC social media channels
- Emcee recognition during event
- Ability to have on-site presence at event; Opportunity for a company representative to speak on stage during the event
- "Oklahoma City Tree Lighting Festival presented by Global Payments" will be prominently listed in all official Downtown in December event listings as a signature event
- DOKC will maintain a dedicated Oklahoma City Tree Lighting webpage at downtownindecember.com
- DOKC will handle all event logistics, including but not limited to entertainment, rentals, permitting, food & beverage, and safety

Sponsorship also includes \$7,500 level Downtown in December benefits



BRICKTOWN CHRISTMAS TREE

Located on the Canal Overlook in Bricktown

On display to the public: November 2025 through January 2026

The Bricktown Christmas Tree will be introduced and lit by Mayor David Holt at the OKC Tree Lighting Festival on Thursday, November 13, 2025.

BRICKTOWN CHRISTMAS TREE TITLE SPONSORSHIP

\$10,000

- Attraction listed as “Bricktown Christmas Tree presented by _____” in the first instance on all PR and marketing materials, as well as print and digital ads purchased by Downtown OKC
- Title Sponsor logo listed prominently on signage at Tree for the duration of the season
- Logo listed most prominently when all Tree sponsors are represented in print or digital communications
- Opportunity to include branded elements on Tree, provided by the sponsor, as agreed upon by both parties
- Logo on Oklahoma City Tree Lighting Festival event poster
- Logo with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed in Oklahoma City Tree Lighting Festival press release and Facebook event
- “Bricktown Christmas Tree presented by _____” in Downtown in December press release
- Name mentioned in Downtown OKC social media channels
- Emcee recognition during Oklahoma City Tree Lighting Festival
- Ability to have on-site presence at Oklahoma City Tree Lighting Festival

Sponsorship also includes \$1,000 level Downtown in December benefits

BRICKTOWN CHRISTMAS TREE SPONSORSHIP

\$2,500

- Logo listed on signage at Tree for the duration of the season
- Name with link on Oklahoma City Tree Lighting Festival event webpage
- Name listed in Oklahoma City Tree Lighting Festival press release and Facebook event

Sponsorship also includes \$1,000 level Downtown in December benefits



SAINTS SANTA RUN

PRESENTED BY SSM HEALTH ST. ANTHONY HOSPITAL

SSM Health St. Anthony Campus in Midtown
Saturday, December 6, 2025 from 9:00am - 12:00pm
The event includes a 5K Race, 1-Mile Fun Run/Walk, and free Kids' Dash.
Estimated race participants: 800+

SANTA RUN TITLE SPONSORSHIP



\$20,000

CLAIMED

- Event name will be listed/mentioned as “Saints Santa Run” on all PR and marketing materials, as well as all print and digital ads purchased by Downtown Oklahoma City Partnership (DOKC)
- DOKC staff will request that news outlets, other sponsors, and event partners use the correct Saints Santa Run logo and name in all communication about DID events
- The run will take place in Midtown, with the start/finish line and event programming located on or near the SSM Health campus
- Title Sponsor’s logo/name will be listed first and most prominently when all event sponsors are represented in print or digital communications
- Recognized as the title sponsor with signage and by the race announcer at the event
- “Saints Santa Run” will be prominently listed in all official Downtown in December event listings as a signature event
- DOKC will maintain a dedicated Saints Santa Run webpage on downtownindecember.com
- DOKC will handle all event logistics (race timing, course certification, production, and marketing), design and production of Saints Santa Run branding/deliverables (t-shirts, medals, event signage, and marketing materials), and booking and coordination for refreshment stations, music/entertainment, and any additional programming
- SSM Health will receive (10) complimentary run registrations as well as 50% off unlimited registrations

Sponsorship also includes \$7,500 level Downtown in December benefits





SAINTS SANTA RUN

PRESENTED BY SSM HEALTH ST. ANTHONY HOSPITAL

SSM Health St. Anthony Campus in Midtown
Saturday, December 6, 2025 from 9:00am - 12:00pm
The event includes a 5K Race, 1-Mile Fun Run/Walk, and free Kids' Dash.
Estimated race registrants: 800+

EVENT SPONSORSHIP

\$5,000

- Logo listed on event poster and signage at event
- Logo listed on race shirts
- Logo with link on Saints Santa Run webpage
- Name listed in press release, Facebook event, and registration website
- Name mentioned in DOKC social media channels
- Emcee recognition during event
- Ability to provide branded items/promotional materials in packets
- Ability to have on-site presence at event
- Four race registrations

\$2,500

- Name listed on signage at event
- Name listed on race shirt
- Name with link on Saints Santa Run webpage
- Name listed in press release, Facebook event, and registration website
- Emcee recognition during event

Sponsorship also includes \$1,000 level Downtown in December benefits



HYDRATION STATION SPONSORSHIP



**\$2,500
CLAIMED**

- Logo listed on signage at event
- Logo with link on Saints Santa Run webpage
- Name listed in press release, Facebook event, and registration website
- Ability to have on-site presence at main event area and mid course water stop
- Emcee recognition during the event

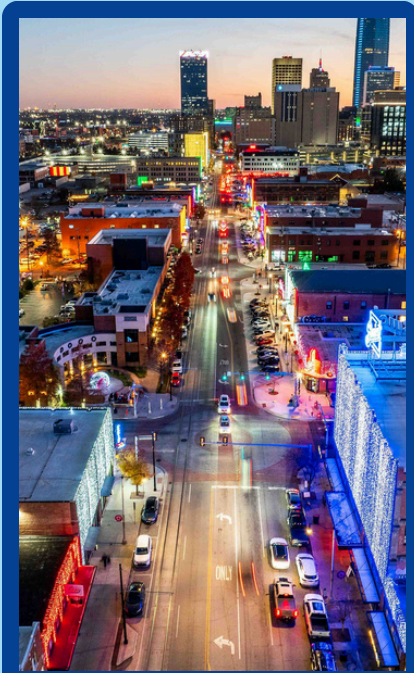
Sponsorship also includes \$1,000 level Downtown in December benefits

LIGHTS ON BROADWAY

Automobile Alley

Saturdays, November 29, December 6, December 13, 2025 from 4:00pm - 7:00pm

Estimated attendance: 20,000+



EVENT SERIES SPONSORSHIP

\$5,000

- Logo listed on Lights On Broadway poster and signage at event
- Logo with link on event webpage
- Name listed in press release and Facebook event
- Name mentioned in Automobile Alley social media channels
- Ability to have on-site presence at event each weekend

\$2,500

- Logo listed on signage at event
- Logo with link on event webpage
- Name listed in press release and Facebook event
- Ability to have on-site presence at one occurrence of event

Sponsorship also includes \$1,000 level Downtown in December benefits



PHOTOS WITH SANTA SPONSORSHIP

\$5,000

PENDING

- Logo listed on signage at Photos with Santa
- Logo with link on event webpage
- Name listed in press release and Facebook event
- Ability to have on-site presence at event as "Santa's helpers"
- Ability to distribute branded or promotional items at event

Sponsorship also includes \$1,000 level Downtown in December benefits



AUTOMOBILE ALLEY HOLIDAY LIGHTS

Located in Automobile Alley

On display to the public: mid- November 2025 through early January 2026

AUTOMOBILE ALLEY HOLIDAY LIGHTS TITLE SPONSORSHIP

\$25,000

- Lights will be listed as "Automobile Alley Holiday Lights powered by ____" in the first instance on all PR and marketing materials, as well as print and digital ads purchased by DOKC and Automobile Alley
- Title Sponsor logo listed prominently on signage at Lights On Broadway events
- Logo listed prominently when all event sponsors are represented in print or digital communications
- Logo on Lights On Broadway event poster
- Logo with link on Lights On Broadway event webpage
- Name listed in Lights On Broadway press release and Facebook events
- "Automobile Alley Holiday Lights powered by ___" listed in Downtown in December press release
- Name mentioned in Automobile Alley and DOKC social media channels
- Ability to have on-site presence at Lights On Broadway events
- "Automobile Alley Holiday Lights powered by ____" prominently listed in all official Downtown in December event listings as a signature event

Sponsorship also includes \$5,000 level Downtown in December benefits



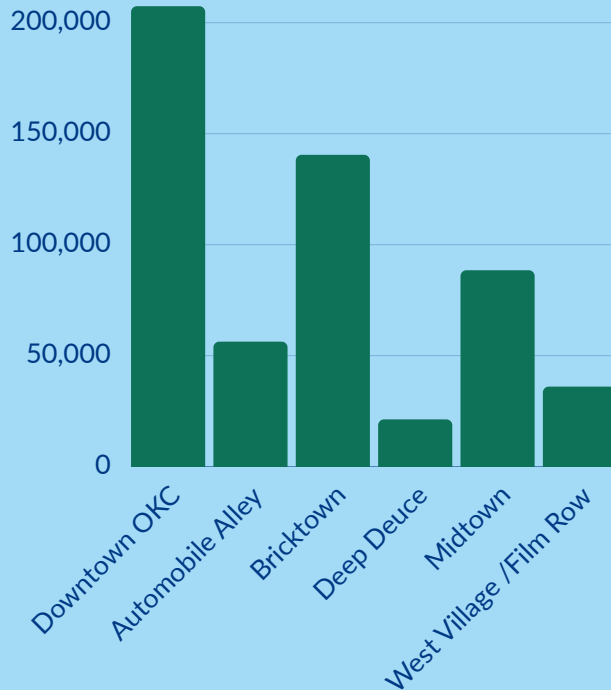
OUR REACH

2024 DATA

Downtown in December is marketed through digital and print advertising, the event series website (downtownindecember.com), an event program published in the Curbside Chronicle in November and December, posters distributed downtown-wide, and rack cards distributed state-wide.

Downtown in December reaches an audience of over 50,000 through its website, 550,000 through social media, 6,300 through the What's Up Downtown e-newsletter, and 600,000 through editorial.

SOCIAL MEDIA FOLLOWERS TOTAL: 550,000+



2.46% OVERALL GROWTH
in followers in 2024

SOCIAL MEDIA REACH
1,224,100+ USERS
4,025,652 IMPRESSIONS

DOWNTOWNINDECEMBER.COM

106,900+ PAGE VIEWS

49,400+ ACTIVE USERS

WEBSITE USERS

Oklahoma City 14K

Dallas 9.3K

Norman 1.3K

Edmond 1.1K

Chicago 813

6,382

WHAT'S UP DOWNTOWN
NEWSLETTER ACTIVE SUBSCRIBERS

AD EXPOSURE
1,490,700+

**Average readership &
potential digital reach
across 12 media outlets**

Downtown in December
ads ran October 2024 to
December 2024

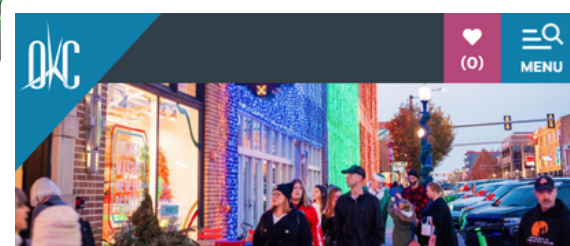


12/4/2024
No:308 Saints Santa Run, Lights
On Broadway, & more! 🌲



What's Up Downtown Blog

UNWRAP THE MAGIC: A
COMPLETE GUIDE TO
HOLIDAY EVENTS IN
DOWNTOWN OKC
NOVEMBER 8, 2024



Discover Holiday Magic at Lights On Broadway in Automobile Alley

Dec. 02, 2024



visitokc • Follow
Original audio

visitokc • The best way to spread holiday cheer in OKC is to discover the fun of Downtown in December! 🌲 #SeeOKC

Downtown in December events:

- Oklahoma City Tree Lighting Festival**
Nov. 12
- Devon Ice Rink**
Nov. 15- Feb. 2
- Holiday Pop-Up Shops**
Nov. 29- Dec. 22
- Lights on Broadway Annual Event**
Nov. 30, Dec. 7 & 14
- Merry Midtown Santa Paws Photo Op**
Dec. 1



PAST SPONSORS

Devon Energy

Heartland

SSM Health St. Anthony Hospital

Downtown OKC Business Improvement District

Aurora Pediatric Dentistry	MetroFamily Magazine
Automobile Alley Association	MidFirst Bank
BancFirst	Midtown OKC
Bank of Oklahoma	Midtown Renaissance
Block by Block	OG&E
Bricktown Association	OKC Firefighters IAFF Local 157
Centennial Landscaping	Oklahoma City Comets
City of Oklahoma City	Oklahoma City Thunder
Communication Federal Credit Union	Oklahoma Shirt Company
Corner Energy	One Set Studio
Crowe & Dunlevy	Painted Door Gift Boutique
EMBARK	Quik Print of Oklahoma City
Exhibit C Gallery	RCB Bank
Focus FCU	Renewal by Andersen
Gipson Design	Robinson Park
Hall Capital	Tinker Federal Credit Union
Inasmuch Foundation	TTCU Federal Credit Union
Johnson & Associates	Toucan Productions
Jones PR	Visit OKC

ADDITIONAL SUPPORT PROVIDED BY

ArtAfloatOKC • Brickopolis • Bricktown Brewery • Canterbury Voices • Chabad Community Center
Curbside Chronicle • Dave's Hot Chicken • Harkins Theatre • Junior League of Oklahoma City
Katiebug's Sips & Sweets • Mickey Mantle's Steakhouse • Miracle Pop-Up • Myriad Gardens Foundation
OKC Broadway • OKC Marquee • Oklahoma City Museum of Art • Oklahoma City Ballet
Oklahoma City Philharmonic • Oklahoma Contemporary • Oklahoma Hall of Fame
Oklahoma Opry Red Earth • RIVERSPORT • Rodizio Grill • Sailor & The Dock • Sippin' Santa • Spark
The Jones Assembly • The Melting Pot • Tiff's Treats • V Marketing

Thank you for considering a sponsorship of Downtown in December.

The contributions from generous donors like you make it possible for us to produce our free and low-cost signature events and promote dozens of seasonal programs and attractions that help downtown remain a healthy and vibrant destination.

Can we count on your support this year? Return your completed sponsorship form with selected support level by **September 19** to receive full acknowledgment on appropriate marketing materials.

Visit **downtownindecember.com** to view last year's poster, rack card, event program, and event & attraction list, as well as find out what's in store for the 24th season of Downtown in December!



PHI NGUYEN

Chief Operating Officer
phi@downtownokc.com
405.235.3522



OLIVIA BRANSCUM

Development Events Coordinator
obranscum@downtownokc.com
405.526.6914



@DOWNTOWNOKC
DOWNTOWNOKC.COM | DOWNTOWNINDECEMBER.COM

P | 405.235.3500 | 211 N. ROBINSON AVE., SUITE 225 | OKLAHOMA CITY, OK 73102