

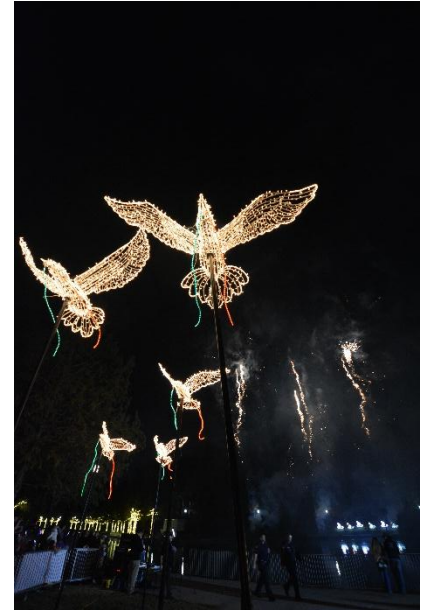


LIGHTING OF THE DOVES 2026 SPONSORSHIP PACKAGE

Saturday, November 21, 2026 • 3 to 8 p.m.
Town Green Park • The Woodlands

The **Lighting of the Doves Festival** is a long-standing tradition in The Woodlands that signifies the start of the holiday season in the community. Symbolizing peace during the holidays, the ceremonial illumination of the giant doves has attracted thousands of visitors each year.

The Festival includes traditional and international performances, showcasing the cultural diversity of The Woodlands and holiday traditions celebrated around the world. Featuring snow play areas, vendor booths, children's activities and strolling entertainment, Lighting of the Doves culminates with a special appearance by Santa Claus arriving by sleigh down The Woodlands Waterway and a dazzling fireworks display. Taking place from 3 to 8 p.m. at Town Green Park, the community-wide event attracts nearly 20,000 attendees each year.



PUBLICITY

Press releases sent to various media outlets and articles in *The Woodlands Community Magazine* published by The Woodlands Township. Additional publicity includes The Woodlands Township website, social media outlets, including but not limited to, event calendars, Facebook, Instagram and Twitter.

SUPPORTING SPONSOR – \$1,500

- Ability to promote company's products/services or lines of business during event
- PSA sponsor recognition at event
- Company name/logo on event webpage
- One (1) Township provided tent (10' x 10')
- One (1) company-provided 3' x 6' banner can be displayed at the event
- Two (2) Sponsor Area access passes at event
- 25 beverage tickets
- Two (2) snow play area wristbands

ACTIVITY/STAGE SPONSOR* – \$3,000

- Designation as “**Official Sponsor**” of one (1) of the following in advertising efforts:
 - **Celebration Stage**
 - **Festival Stage**
 - **Kid Zone**
 - **Santa**
- Ability to promote company's products/services or lines of business during event
- PSA sponsor recognition at event
- Company name/logo in all ads, press releases, event agendas and event webpage
- One (1) Township provided tent (10' x 10')
- Company logo placed on event banner(s)
- Two (2) company-provided 3' x 6' banners can be displayed at the event
- Four (4) Sponsor Area access passes at event
- 50 tickets beverage tickets
- Four (4) snow play area wristbands

FIREWORKS SPONSOR* – \$8,000

- Designation as “**Official Fireworks Sponsor**”
- Ability to promote company's products/services or lines of business during event
- PSA sponsor recognition at event
- Company name/logo in all ads, press releases, event agendas and event webpage
- One (1) Township provided tent (10' x 10')
- Company logo placed on event banner(s)
- Four (4) company-provided 3' x 6' banners can be displayed at the event
- 10 Sponsor Area access passes at event
- 75 beverage tickets
- Eight (8) snow play area wristbands
- Company logo printed on event t-shirt
- Three (3) event t-shirts

PRESENTING FESTIVAL SPONSOR* – \$15,000

- Designation as “**Presented Sponsor**”
- Ability to promote company's products/services or lines of business during event
- PSA sponsor recognition at event
- Company name/logo in all ads, press releases, event agendas and event webpage
- Two (2) Township provided tents (10' x 20')
- Company logo placed on event banner(s)
- Six (6) company-provided 3' x 6' banners can be displayed at the event
- 20 Sponsor Area access passes at event
- 150 beverage tickets
- 15 snow play area wristbands
- Company logo printed on event t-shirt
- Eight (8) event t-shirts

IN-KIND SPONSOR

Sponsors may offer to provide services and/or items. Specifics shall be discussed with the Special Events team.

***NOTE:** *One company product or service per category.*

ADVERTISING DEADLINE

September 21, 2026 – Deadline for inclusion in printed materials distributed prior to event

If Sponsor commits to sponsorship after the above listed deadline, Sponsor will be included in the remainder of all advertising efforts (specifics to be discussed between sponsoring company and the Township).





LIGHTING OF THE DOVES
2026 SPONSORSHIP PACKAGE
Saturday, November 21, 2026 • 3 to 8 p.m.
Town Green Park • The Woodlands

SPONSOR

Name _____ Title _____
Company _____ Phone _____
E-mail Address _____
Address _____
City _____ State _____ Zip _____
Sponsor's Signature _____ Date _____

LEVEL OF SPONSORSHIP *(Please check appropriate line.)*

**One (1) company, product or service per category.*

_____ Presenting Festival Sponsor*: \$15,000
_____ Fireworks Sponsor*: \$8,000
_____ Activity/Stage Sponsor*: \$3,000 (Specify Activity/Stage: _____)
_____ Supporting Sponsor: \$1,500
_____ In-Kind Sponsor

Other items mutually agreed upon: _____

CONSIDERATION

In consideration of Sponsor's agreement to [pay a fee of (\$_____) cash to the Township ("Sponsorship Fee")/provide the services and/or products described below ("Sponsorship Donation")], the Township grants Sponsor a non-exclusive right and license to engage in certain advertising and promotional activities in connection with the Event. Sponsor agrees to [pay the Sponsorship Fee to the Township within thirty (30) days from invoice date/promptly provide the Sponsorship Donation]. Any amounts due from Sponsor but unpaid, if any, will accrue interest at the maximum rate of interest allowed by law. Should it be necessary for the Township to refer any unpaid fees to an attorney for collection, Sponsor hereby agrees to pay all costs of collection, including reasonable attorneys' fees, whether or not suit is brought. The [Sponsorship Fee/Sponsorship Donation] is in the nature of a donation and is earned in full as of the date of Sponsor's execution, and shall not be refunded or returned by the Township on account of cancellation of the Event for any reason whatsoever, including without limitation, force majeure.

TERMINATION

This sponsorship may be terminated by: (a) automatic termination in the event that the [Sponsorship Fee/Sponsorship Donation] is not received on time according to this agreement, or in the event the Township fails to obtain necessary permitting or authorization for the Event; or (b) optional termination at the sole discretion of the Township. In the event of termination, the parties shall have no further obligations under this agreement.



LIGHTING OF THE DOVES
2026 SPONSORSHIP PACKAGE
Saturday, November 21, 2026 • 3 to 8 p.m.
Town Green Park • The Woodlands

GENERAL SPONSORSHIP AMENITIES

Sponsor shall have the right to display Sponsor's name and/or logo(s) on banners or other signage provided by Sponsor, subject to the sole determination of the Township that the content, size, and format of such signage is appropriate, at designated locations on the grounds of the Event, such locations to include the Sponsor's booth, if any, and at other locations designated by the Township.

The Township shall include Sponsor's name as a designated sponsor of the Event in various advertising and promotional information for the Event, which may include print, radio, electronic, and television advertising, with placements consistent with other sponsors of like level of sponsorship. Subject to the provisions of this Agreement, Sponsor grants to the Township the non-exclusive right and license to use Sponsor's name and logo in association with the Event and in connection with the Township's advertising or promotion of the Event.

ADDITIONAL SPONSORSHIP AMENITIES

By separate written agreement, the Township may provide certain sponsors contributing at higher levels with additional rights or privileges in connection with the Event. Sponsor acknowledges that it is not entitled to any additional rights or privileges not otherwise specifically provided for pursuant to this Agreement, absent such separate written agreement or written addendum to this Agreement.

LEGAL COMPLIANCE

All of Sponsor's rights are subject to any federal, state, and local laws and ordinances applicable to and during the Event. Sponsor agrees to comply with all such laws and ordinances, as well as any rules or regulations required by the Township or previously provided to Sponsor.

INDEMNITY

SPONSOR AGREES TO DEFEND, INDEMNIFY, AND HOLD HARMLESS THE WOODLANDS TOWNSHIP AND ITS AFFILIATES, OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, ATTORNEYS, SUCCESSORS, AND ASSIGNS FROM AND AGAINST ANY AND ALL SUITS, ACTIONS, CLAIMS, LOSSES, DEMANDS, DAMAGES, LIABILITIES, COSTS, AND REASONABLE EXPENSES, INCLUDING REASONABLE ATTORNEYS' FEES, THAT RELATE TO OR RESULT FROM SPONSOR'S PARTICIPATION IN THE EVENT, INCLUDING, BUT NOT LIMITED TO, BODILY INJURY OR PROPERTY DAMAGE, WHICH ARE DUE TO SPONSOR'S (OR ANY OF SPONSOR'S REPRESENTATIVES AT THE EVENT) NEGLIGENCE OR WILLFUL MISCONDUCT.

THE WOODLANDS TOWNSHIP

Accepted by: _____ Date: _____

Printed name and title: _____

Please return this document to:

The Woodlands Township Parks and Recreation Department
2801 Technology Forest Boulevard; The Woodlands, Texas 77381
Phone: 281.210.3800 | Email: specialevents@thewoodlandstownship-tx.gov