

# **The Energy Corridor District's Annual Tree Lighting: Sponsorship Opportunities**

**Thursday Dec 3, 2026**

**6pm – 9pm**

**Hyatt Regency Houston West**

**13210 Katy Freeway, Houston, TX 77079**

***A signature community event in the Energy Corridor District.***





# About: The Energy Corridor District's Annual Tree Lighting

The **Annual Tree Lighting** is a signature holiday celebration that brings together the Energy Corridor District, local families, major employers, businesses, and community partners to kick off the holiday season.

Back for its sixth year, the event continues to grow as a beloved District tradition, offering festive entertainment, family-friendly activities, seasonal photo moments, and shared community experiences.

Designed as an inclusive early-evening event, the Annual Tree Lighting creates a warm, highly visible environment where sponsors can connect with residents, professionals, and families during one of the most celebrated times of the year.

**2025 Attendance: 4000+ attendees • families, professionals, and residents from across West Houston.**





# Experience the Annual Tree Lighting

Watch the 2025 Event Recap



*Click to watch.  
Video opens in browser.*



# Why Sponsor The Annual Tree Lighting

## Connect with the Community

The Annual Tree Lighting brings together families, professionals, residents, and local businesses from across West Houston during a high-attendance early-evening event designed around celebration, connection, and seasonal tradition.

## Be Part of the Holiday Experience

Sponsorships are designed as integrated experiences. From branded holiday moments and family-friendly activations to entertainment, photo opportunities, and shared gathering spaces, sponsors have the opportunity to be part of the moments guests genuinely enjoy, capture, and remember.

## Align with a Trusted Civic Tradition

As a signature holiday event in the Energy Corridor District, the Annual Tree Lighting offers sponsors alignment with a well-produced, family-friendly celebration that reflects positively on brands invested in the area's people, community, and quality of life.

**Expected 4,000+ attendees** • Early-evening event window • High dwell time



# Audience Snapshot

## Attendance

- Approximately 4,000+ attendees from across West Houston and the Energy Corridor area

## Audience Mix

- Families • Professionals • Local Residents • Community Stakeholders • District Employers

## Event Timing

- Early-evening holiday programming with peak attendance during tree lighting and feature entertainment moments

## Dwell Time

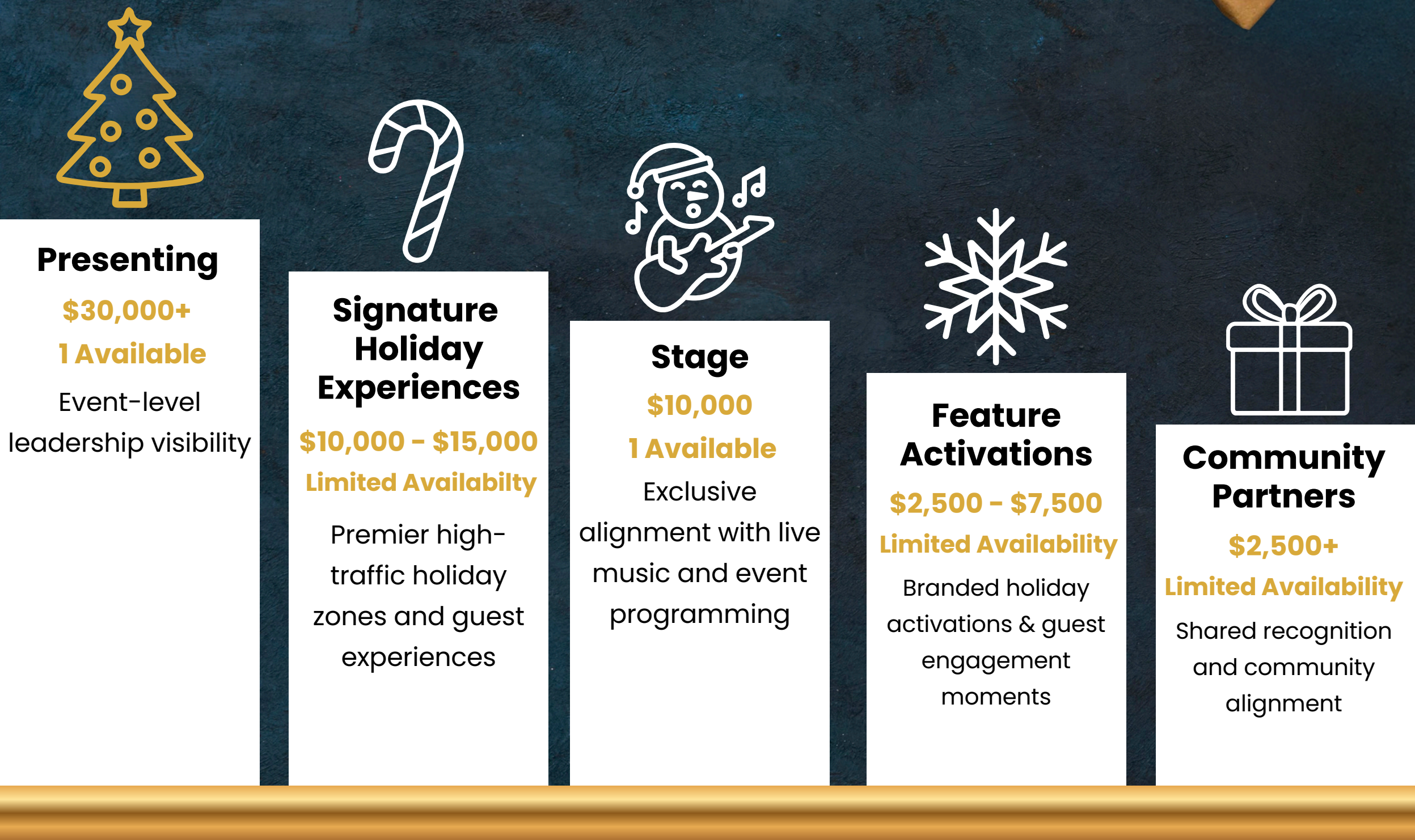
- High dwell time with guests staying multiple hours for seasonal activities, entertainment, photo opportunities, the office tree lighting moment and drone show

## Engagement Style

- Walkable holiday footprint with festive entertainment, family-friendly activations, kids holiday craft stations, food, and shared gathering spaces encouraging repeat engagement



# Sponsorship Structure Overview



*All sponsorships are designed as integrated experiences and are limited in quantity to maintain quality, visibility and guest impact.*



# Presenting Sponsor

\$30,000+ • 1 Available

## Lead the Tradition. Own the Moment.

The Presenting Sponsor receives premier visibility and leadership positioning throughout the 2026 Annual Tree Lighting, aligning your brand with one of the Energy Corridor District's most beloved holiday traditions.

Designed for organizations seeking top-tier exposure, civic alignment, and meaningful engagement with families, professionals, residents, and community stakeholders across West Houston.

## Sponsorship Includes:

- **Event Naming Rights:**
  - "Annual Tree Lighting, presented by [Brand]"
- Premier logo placement on all marketing & on-site materials (where applicable)
- Opening and closing stage mentions with optional sponsor remarks
- Logo inclusion in event drone show (limited to one animation)
- Inclusion in pre-event marketing & post-event recap photo and video assets
- Volunteer team opportunities
- 10 VIP Hospitality Passes
- First Right of Refusal for 2027
- Recognition in the District's 12 Days of Christmas charitable campaign:
  - Inclusion in marketing efforts
  - Presentation of checks to non-profits
  - Meal deliveries to first responders

*\*Limited to one Presenting Sponsor partner*



# Stage Sponsor

\$10,000 • 1 Available

## Set the Stage. *Light the Moment.*

The Stage Sponsor receives high-visibility alignment with the Annual Tree Lighting's live entertainment, official remarks, and signature tree lighting moment – positioning your brand at the center of the event's most attended and photographed programming.

Designed for organizations seeking prominent exposure, community alignment, and repeated recognition throughout the evening's entertainment programming.



## Sponsorship Includes:

- **Exclusive Naming Rights to the event stage**
  - "Annual Tree Lighting Stage presented by [Brand]"
- Prominent logo placement on stage signage and on-site materials, where applicable
- Verbal recognition during stage programming
- Featured logo placement on event map and website
- Stage-adjacent activation opportunity
- Inclusion in pre-event marketing and post-event recap photo and video assets
- 6 VIP hospitality passes

*\*Limited to one Stage Sponsor partner*



# Signature Holiday Experience Sponsors

\$10,000 – \$15,000 • Limited Availability

**Create the Magic of the Season.**  
***Own the Holiday Spirit.***

The Annual Tree Lighting's Signature Holiday Experiences are high-traffic, guest-facing destinations designed for immersive brand visibility and memorable community engagement.

These curated holiday moments create natural dwell time, photo opportunities, and repeat interaction — positioning sponsors at the center of the event's most celebrated guest experiences.

## Signature Experiences Available by Request and Package:

Photos with Santa • Candy Cane Lane • Let It Snow Zone •  
Photos with Santa + Let It Snow Zone Package

[energycorridor.org](http://energycorridor.org)

## Sponsorship Includes:

- **Named sponsorship of a signature holiday experience**
- Integrated branding within sponsored area
- Activation footprint or sponsor presence
- Event map and website placement
- Pre-event marketing and post-event recap inclusion
- 4 VIP hospitality passes



# Signature Holiday Experience Menu

## Let It Snow Zone

**\$7,500**

A festive snow experience built for family fun, repeat visits, and picture-perfect holiday moments.

## Photos with Santa

**\$10,000**

Branded Santa photo experience with high guest traffic and family engagement.

## Candy Cane Lane

**\$12,500**

Immersive holiday pathway with family crafts, photo moments, and strong visual appeal.

[energycorridor.org](http://energycorridor.org)

## Santa + Snow Package

**\$15,000**

Combined sponsorship of two highly visible holiday experiences.



# Feature Activation Sponsors

\$2,500 – \$7,500 • Limited Availability

**Spark the Interaction.**  
***Share the Holiday Fun.***

Feature Activations offer sponsors approachable, high-engagement opportunities to connect with guests through family-friendly entertainment, interactive moments, giveaways, and branded holiday experiences.

Designed for organizations seeking visible community alignment and meaningful guest interaction within the Annual Tree Lighting footprint.

## Feature Activations Available by Request and Package:

Holiday Giveaway Sponsor • Claw Arcade • Reindeer Rest Stop •  
Face Painting + Balloon Twisting

[energycorridor.org](http://energycorridor.org)

## Sponsorship Includes:

- **Named sponsorship of feature activation**
- Integrated branding within sponsored area
- Activation footprint or sponsor presence
- Event map and website placement
- Pre-event marketing and post-event recap inclusion photo and video assets
- 2 VIP hospitality passes



## Feature Activation Menu

### Face Painting + Balloon Twisting

**\$2,500**

Family-friendly entertainment with high visibility and steady guest interaction.

### Holiday Giveaway Sponsor

**\$4,500**

Branded seasonal giveaway such as LED necklaces, ornaments, or glow items.

### Claw Arcade

**\$5,000**

Interactive holiday game experience with custom branded prizes and repeat guest engagement.

[energycorridor.org](http://energycorridor.org)

### Reindeer Rest Stop

**\$5,500**

Live reindeer photo opportunity with family-friendly interaction and memorable holiday engagement.



# Community Partner

\$2,500 • Limited Opportunities

**Support the Celebration.**  
**Share in the Tradition.**

Community Partners receive shared recognition and visibility as valued supporters of the Annual Tree Lighting, aligning their brand with one of the Energy Corridor District's most meaningful holiday traditions.

Designed for organizations seeking an accessible sponsorship opportunity with community goodwill, event visibility, and meaningful local alignment.



## Sponsorship Includes:

- **Recognition as a Community Partner**
- Logo placement on select event materials, where applicable
- Event website recognition
- Inclusion on sponsor thank-you signage
- Select recognition in select pre-event or post-event marketing
- 2 VIP hospitality passes

*\*Limited Community Partner opportunities available*



# Holiday Shopping Market

\$5,000–\$7,500 • 1 Available

## Shop the Season. Support Local.

The Holiday Shopping Market Sponsor receives exclusive alignment with the event's curated holiday marketplace, helping create a polished, walkable shopping destination for guests to explore throughout the evening.

This sponsorship supports the presentation of the market area, including white vendor tents and branded marketplace signage, while positioning the sponsor alongside local shopping, gifting, and community connection.



## Sponsorship Includes:

- **Exclusive naming rights: "Holiday Shopping Market presented by [Brand]"**
- Logo placement on marketplace entry/signage, where applicable
- Branding on select vendor tent signage or market identification signage
- Event map and website placement
- Inclusion in pre-event marketing and post-event recap photo and video assets
- Opportunity for sponsor presence within or near the market area
- 4 VIP hospitality passes

*\*Limited to one Holiday Shopping Market Sponsor partner*



# Sponsor Benefits Summary

An overview of visibility, recognition, and activation opportunities by sponsorship level.

| Benefit              | Presenting: \$30K+ | Stage: \$10K   | Signature Experience: \$10K–\$15K | Feature Activation: \$2.5K–\$7.5K | Community Partner: \$2.5K | Holiday Market: \$5K–\$7.5K |
|----------------------|--------------------|----------------|-----------------------------------|-----------------------------------|---------------------------|-----------------------------|
| Naming Rights        | ✓                  | ✓              | ✓                                 | ✓                                 | —                         | ✓                           |
| Website Recognition  | ✓                  | ✓              | ✓                                 | ✓                                 | ✓                         | ✓                           |
| Event Map            | ✓                  | ✓              | ✓                                 | ✓                                 | —                         | ✓                           |
| On-Site Signage      | Premium            | Stage          | Sponsored Area                    | Sponsored Area                    | Shared                    | Market Area                 |
| Pre-Event Marketing  | ✓                  | ✓              | ✓                                 | ✓                                 | Select                    | ✓                           |
| Recap Inclusion      | ✓                  | ✓              | ✓                                 | ✓                                 | Select                    | ✓                           |
| Activation Footprint | Premium            | Stage-Adjacent | Included                          | Included                          | —                         | Market Area                 |
| VIP Passes           | 10                 | 6              | 4                                 | 2                                 | 2                         | 4                           |



# Secure Your Partnership for the Annual Tree Lighting

**Preferred Sponsorship Commitment Deadline:** Friday, Oct 16, 2026

**Activation Confirmation Deadline:** Friday, Oct 30, 2026

*\*Recognition in printed materials not guaranteed after published deadlines.*

**Thursday, Dec 3, 2026**

**6pm – 9pm**

*Rain Date: Thursday, Dec 10, 2026*

**Hyatt Regency Houston West**

14230 Old Katy Rd, Houston, TX 77079

## **Contact to Secure Your Partnership:**

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**For more information, please visit:** [energycorridor.org](https://energycorridor.org)

*Early commitments receive priority placement and recognition. Custom packages available upon request.*

