

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

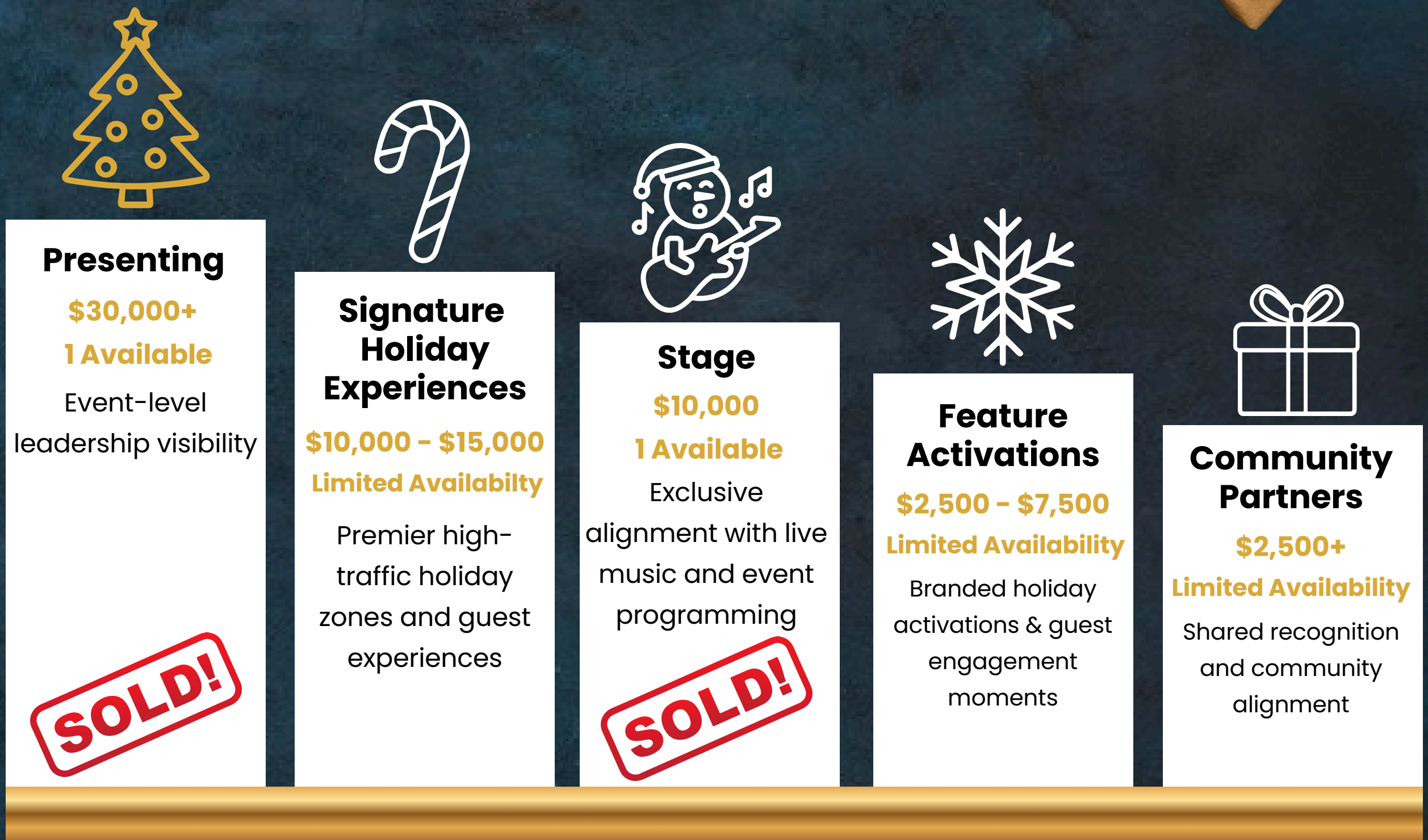
Dwell Time

- 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:

Candy Cane Lane • Let It Snow Zone

Sponsorship Includes:

- **Named sponsorship of a signature holiday experience**
- Integrated branding within sponsored area
- Activation footprint or sponsor presence
- Event map and website placement
- Verbal recognition during stage programming
- 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.

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:

Reindeer Rest Stop

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Sponsorship Includes:

- **Named sponsorship of feature activation**
- Integrated branding within sponsored area
- Activation footprint or sponsor presence
- Event map and website placement
- Verbal recognition during stage programming
- 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.

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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
- Verbal recognition during stage programming
- 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	SOLD! Presentation: \$30K+	SOLD! 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:

Mason Moss | 713.305.5060 | mason@10-10productions.com

Rachael Weaver | 281.759.3800 | rweaver@energycorridor.org

For more information, please visit: energycorridor.org

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

