



**OLD TOWN
SPRING,
TEXAS**

Hometown Holidays

NOVEMBER 14 - DECEMBER 24, 2026
2026 SPONSORSHIP OPPORTUNITIES

Historic. Independent. Unmistakably Local.

Old Town Spring is a historic shopping district shaped by independent retailers, restaurants, makers, services and gathering places—each contributing to a destination with a character entirely its own.

Hometown Holidays brings that character to life for the Christmas season, creating six weeks of experiences designed to bring families together, encourage discovery and keep holiday spending local.

150+ businesses & organizations
46 years of holiday tradition
6 weeks of celebration



Small Business Is Big Business

Across America, small businesses are the backbone of local economies and the places that give communities their identity.

AMERICANS WANT SMALL BUSINESSES TO THRIVE



89%

say small-business success matters personally.

83%

say small-business success is better for the economy than large-corporation success.

73%

say small-business success is better for their families.

In Old Town Spring, those national numbers have a very local face.

36M+

SMALL BUSINESSES

62M+

WORKERS EMPLOYED

99.9%

U.S. BUSINESSES

Small Business Strengthens Communities

Local Spending. Shared Impact. Stronger Community.

68¢ OF EVERY \$1 STAYS LOCAL

For every dollar spent at a small business, an estimated 68 cents stays within the local economy—compared with 43 cents when spent at a large chain retailer.

150+ OLD TOWN SPRING BUSINESSES

A Hometown Holidays partnership reaches beyond one storefront or one event. It supports experiences and promotion that benefit an entire district of independent businesses—one shared holiday destination.



46 Years of Memories

Celebrating our beloved holiday traditions

Tree Lighting

The iconic event uniting families in joy

Santa's Arrival

A cherished moment for children and families

Holiday Entertainment

Live performances to delight all ages

Family Activities

Engaging fun for kids and adults alike

FROM ONE TRADITION TO A SEASON OF CELEBRATION

For 46 years, the Grand Christmas Tree Lighting has brought families together in Old Town Spring. In 2026, that beloved tradition becomes the beginning of something even bigger.

Hometown Holidays expands the celebration into a full holiday season, with six Signature Saturdays, live entertainment, family experiences, holiday lights, festive décor and special programming designed to give visitors a reason to return again and again.

What began with the lighting of a tree now becomes a season-long celebration of community, tradition and Christmas in Old Town Spring.



A New Chapter

November 14 – December 24



Hometown Holidays 2026

In 2026, Old Town Spring expands its beloved Christmas tradition into six weeks of holiday experiences designed to bring visitors back throughout the season.

Beginning with the Grand Christmas Tree Lighting on November 14, Hometown Holidays brings together signature events, live entertainment, family experiences, festive shopping and special programming throughout the historic district.

One beloved tradition becomes an entire season of reasons to return.

SIX SIGNATURE SATURDAYS

November 14 – December 19
A new experience each Saturday
Six reasons to return

SIX WEEKS OF CELEBRATION

November 14 – December 24
Holiday experiences district-wide
Shopping, dining & entertainment

SEASON-LONG PROMOTION

Campaign begins mid-October
Building anticipation before kickoff
Visibility throughout the season

ONE HOLIDAY DESTINATION

Historic Old Town Spring
150+ local businesses
One unforgettable season

SIX SIGNATURE SATURDAYS

SIX SATURDAYS. SIX REASONS TO RETURN.

NOV 14
Grand Christmas
Tree Lighting

DEC 12
Christmas Drone
Show

NOV 21
Charity Give Back
Weekend

Food & toy drive plus family-friendly photo experiences.

NOV 28
Small Business
Saturday

The Great Give Back, live music, secret shoppers & in-town promotions.

DEC 5
Christmas Movie
Night

Holiday movie, hot cocoa & s'mores at the museum.

DEC 19
Christmas
Extravaganza

Live music, performances, strolling characters & family entertainment.

A SEASON DESIGNED FOR RETURN VISITS

From the Grand Christmas Tree Lighting on November 14 through the Christmas Extravaganza on December 19, each Signature Saturday gives visitors a new reason to return to Old Town Spring — creating repeated opportunities to shop, dine, celebrate and engage with our sponsors throughout the season.



A SEASON OF VISIBILITY

Visibility begins long before guests arrive at an event.

Old Town Spring sits along a well-traveled corridor, giving Hometown Holidays sponsors daily exposure throughout the promotional season — not just on six event Saturdays.

VISIBILITY BEYOND THE EVENTS

From October 15 through December 31, approximately 848,000 vehicle passes are projected along Spring Cypress Road — creating sustained visibility throughout the Hometown Holidays promotional season.

With an Annual Average Daily Traffic count of 10,877 vehicles, the district benefits from consistent exposure before, during and after our signature holiday events. Even a physical count conducted on a Monday — when many Old Town Spring businesses are traditionally closed — recorded 10,036 vehicles.

For sponsors, that means visibility that extends well beyond event attendance and reaches the thousands of people traveling through the district each day.

Source: Texas Department of Transportation, STARS II / TPP Statewide Traffic Count Map, Station 102UR297C. Vehicle passes represent traffic volume, not unique visitors.



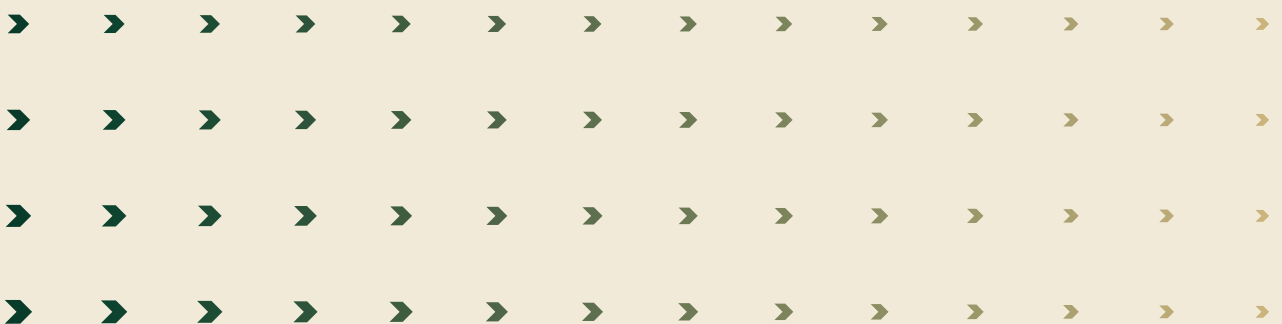
MORE THAN AN EVENT

A Holiday Marketing Campaign

Sponsor visibility begins before the first tree is lit. Starting in mid-October, Hometown Holidays builds anticipation across social media, digital promotion, district signage, community outreach and local media—then carries that visibility through six Signature Saturdays and the holiday season.

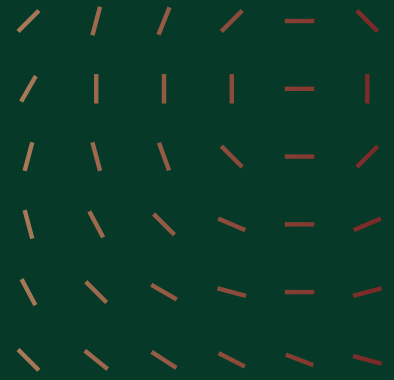
From the first campaign announcement through Christmas, sponsors become part of the story we tell—online, throughout Old Town Spring and in front of visitors at our events.

It's not one day of exposure. It's a season of visibility.



SPONSORSHIP IMPACT

Connect Your Brand with Community Cheer



Community Goodwill

Hometown Holidays is built around the traditions, small businesses and experiences that make Old Town Spring special. Sponsorship gives your brand an opportunity to support something the community already values—and to be recognized as part of making it possible.

That connection goes beyond logo placement. It puts your brand alongside the businesses, families and traditions that bring people back to Old Town Spring year after year.



Extended Exposure

Hometown Holidays gives sponsors more than a moment in the spotlight. With promotion beginning in mid-October and continuing throughout the holiday season, your brand benefits from repeated visibility over multiple weeks and six Signature Saturdays.

That extended presence creates more opportunities for visitors to see, recognize and remember your brand—before they arrive, while they're in Old Town Spring and throughout the season.

LEVEL OF IMPACT

Choose your sponsorship opportunity

SPONSORSHIP OPTIONS

Select from our premier headline sponsorships

PRESENTING	• \$50,000 • LEAD THE SEASON • Premier presenting brand of Hometown Holidays
DRONE SHOW	• \$35,000 • OWN THE MOMENT • Exclusive Dec. 12 Drone Show sponsorship
TREE LIGHTING	• \$25,000 • OWN THE TRADITION • Exclusive 46-year Tree Lighting sponsorship
SEASON PARTNER	• \$100,000 • OWN THE EXPERIENCE • All three headline opportunities • \$110,000 combined value

HOLIDAY SEASON PARTNER \$100,000

\$110,000 combined sponsorship value for a \$100,000 partner investment.

- Presenting Sponsor + exclusive Drone Show + Tree Lighting sponsorship
- Exclusive sponsor recognition at the Stage & Christmas Tree
- Exclusive in-show sponsor name recognition during the Drone Show
- **Exclusive VIP Partner Reception**
- **Maximum category exclusivity, visibility & activation**



PRESENTING SPONSOR

LEAD THE SEASON | \$50,000

As the primary corporate partner of Hometown Holidays 2026, one Presenting Sponsor receives exclusive season-wide title recognition:

“Hometown Holidays 2026 Presented by [Sponsor]”

Unlike a single-event sponsorship, your brand is positioned alongside Hometown Holidays throughout the entire six-week celebration — from the mid-October promotional campaign through December 24.

WHY PRESENTING?

- Exclusive season-wide title recognition
- Premium visibility across marketing, signage, digital & social
- Priority branded engagement opportunities throughout the season
- Prominent recognition at the kickoff & seasonal programming

One Sponsor. Six Weeks. Season-Wide Impact.



HOLIDAY DRONE SHOW

OWN THE MOMENT | \$35,000

HOMETOWN
HOLIDAYS 2026

DECEMBER 12

ONE
EXCLUSIVE
SPONSOR

HOLIDAY DRONE SHOW

On December 12, Hometown Holidays takes Christmas to the sky with one of the season's most anticipated and visually unforgettable experiences.

One exclusive sponsor receives naming recognition as:

**"The Hometown Holidays
Christmas Drone Show
Presented by [Sponsor]"**

Promotion begins in mid-October and builds through social media, event announcements, countdowns, signage, website promotion and media outreach.

WHY THE DRONE SHOW?

- Exclusive naming rights to the December 12 signature event
- Opportunity for sponsor name integration within the Drone Show itself
- Featured recognition before & after the Drone Show
- One approved on-site branded experience at the event



Promotion begins mid-
October

One Night.

One Unforgettable Moment.



GRAND CHRISTMAS TREE LIGHTING

OWN THE TRADITION | \$25,000

For 46 years, Old Town Spring's Christmas Tree Lighting has marked the beginning of the holiday season. On November 14, families gather once again for the tradition that launches Hometown Holidays.

One exclusive sponsor becomes part of that tradition:
"The Grand Christmas Tree Lighting Presented by [Sponsor]"

WHY THE TREE LIGHTING?

- Exclusive sponsorship of a 46-year Old Town Spring tradition
- "Presented by" recognition at the Christmas Tree
- Featured recognition & participation in the Nov. 14 lighting ceremony
- One approved on-site branded experience at the kickoff

One Tradition. One Exclusive Sponsor. A Season of Visibility.

ONE PARTNER. THE ENTIRE SEASON.



HOLIDAY SEASON

PARTNER | \$100,000 INVESTMENT

OWN THE EXPERIENCE

\$110,000 COMBINED VALUE

\$100,000 PARTNER INVESTMENT

\$10,000 PACKAGE SAVINGS

INCLUDES

\$50,000 Presenting Sponsor

\$35,000 Christmas Drone Show Sponsor

\$25,000 Grand Christmas Tree Lighting Sponsor

+ Exclusive VIP Partner Reception

YOUR BRAND. OUR TOWN. THEIR HOLIDAY MEMORIES.



**Old Town Spring
Hometown
Holidays 2026**

www.oldtownspringshopping.com

otsidevents@gmail.com

281.288.2355

606 Spring Cypress
Spring, TX 77373