TCDA Shoulder Season Event Sponsorship

Support our businesses & community by sponsoring one of our 2026 shoulder-season events

- **2nd Fridays, Jan.-April**
  - Themes: Retro 80s Day, Galentine's Day, Scavenger Hunt, Spring Shopping
- **Opening Weekend on the Lake, May 22-25**
  - North & West Shores
- **Hauntober - October**
  - Zombie Crawl, Scarecrows on Parade, Historic Walking Tours & more
- **Holiday Events - November & December**
  - Small Business Saturday & Community Tree Lighting - Nov. 28
  - Holly Jolly Strolls - Dec. 4, 11 & 18

Presenting Sponsor — $3,000

Top billing for the event (1 available)

- Event presented as: *[Event Name] presented by [Sponsor]*
- Prominent logo placement on all marketing materials (posters, social media, newsletters, website)
- Logo placement with link on TCDA website
- Dedicated social media post recognizing sponsor
- Recognition in event announcements and marketing promotions
- Opportunity for on-site activation, table or booth space (if applicable)
- First opportunity to renew sponsorship next year
- 2 tickets to Tahoe City Food & Wine Classic
- 2 tickets to Oktoberfest

Premier Sponsor — $1,500 (4 available)

- Logo placement on event marketing materials
- Logo placement with link on event webpage
- Sponsor recognition in shared social media posts
- Recognition in event announcements
- Opportunity to provide promotional items, coupons or giveaways
- 2 tickets to Oktoberfest

Event Sponsor — $750

- Business logo placement on event webpage
- Sponsor recognition in shared social media posts
- Opportunity to provide promotional items, coupons or giveaways

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Supporting Sponsor — $350

- Business name placement on event webpage
- Opportunity to provide promotional items, coupons or giveaways

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In-kind Sponsorship

Businesses may participate through goods or services for prizes, giveaways, or event support.

- Recognition on event webpage

TAHOE DOWNTOWN ASSOCIATION CITY

For more information, email kat@visittahoecity.com