2026 Merry Market & Christmas Parade Sponsorship Opportunities

Saturday, December 5, 2026

Event Details: Join us Downtown for a full day of holiday fun! Activities begin at Noon and include the Merry Market with vendors, winter carnival games, music and performances at the Gazebo, all culminating with the Annual Christmas Parade. The parade kicks off at 4 pm. The route begins on West Main Street, follows Main Street to Chester Street, follows Chester Street to 3rd Street, and disbands at the Warren County Government Center.

Christmas Parade Presenting Sponsor – SOLD Edward Jones

"Presented by" logo and recognition on all parade advertising, press release, event poster, and social media mentions

- Company spotlight on Chamber Facebook and Instagram pages
- Logo on lead banner in the parade
- Two entries into Christmas Parade with preferred entry spacing
- 10x10 Viewing tent (next to judging station) with hot chocolate and cookies during the parade
- First right of refusal for 2025 Presenting Sponsorship
- Prominent recognition in post-event photos/recap

Merry & Bright Sponsors – 1 Available $1000

Sponsors to date: Front Royal Federal Credit Union

These sponsors help transform the Gazebo area into a Christmas wonderland.

- Company spotlight on Chamber Facebook and Instagram pages
- Two entries into Christmas Parade with preferred entry spacing
- 10x10 booth space at Merry Market provided with hot cocoa and cookies to start the day
- Individual signage on Gazebo lawn during event
- Logo and recognition on event poster, name recognition in press release, and social media mentions
- Prominent recognition in post-event photos/recap

Entertainment Sponsor (1 Available) $500

Sponsors to date: Play Favorites and Superior Plus Propane

- Banner at Gazebo (sponsor provided)
- 10x10 booth at the Merry Market
- 3 mentions by DJ during the event
- Name recognition on event poster and social media mentions as Entertainment sponsor
- Recognition in post-event photos/recap

Ugly Christmas Sweater Runway Competition – SOLD City National Bank

Naming recognition as "Ugly Sweater Competition presented by (sponsor)"

- 10x10 booth space at Merry Market
- Opportunity for sponsor representative to participate in judging and presenting awards
- Sponsor recognition during competition announcements
- Name/logo recognition on Ugly Sweater Competition promotions and social media
- Recognition in post-event photos/recap

Jingle Bell Sponsor — $250

Sponsors to date: Discover Front Royal and Culligan

- Name recognition on advertising, event poster, and social media mentions
- One Christmas Parade entry
- 10 x 10 booth space at Merry Market
- Logo on event banner in Gazebo area on day of event

Santa's Elves Sponsor $100

Sponsors to date: North Fork Resort

- Entry into Christmas Parade
- Name recognition on advertising and social media mentions

Sign me up! _____ Presenting $1000 _____ Merry & Bright $1000

_____ Entertainment $500 _____ Ugly Sweater $500 _____ Jingle Bells $250

_____ Santa's Elf $100

Company/Organization Name:_____

Contact Person:_____

Address:_____

Phone:_____ **EMAIL:**_____

Payment methods accepted: Cash, check or VS/MC/DS. Make checks payable to Chamber of Commerce. Return application and payment to FR-WC Chamber of Commerce, 201 E. 2nd Street, Front Royal, VA 22630.

VS/MC/DS #:_____ 3 Digit Security Code:_____ Zip: _____Expiration: _____

Signature: _____ Date:_____

For more information contact:
Chamber of Commerce, 201 E. 2nd Street, Front Royal, VA – 540-635-3185 or Email:
info@frontroyalchamber.com.