



2026 HOLIDAY ADVERTISING OPPORTUNITIES

Become Part of North Texas' Newest Christmas Tradition

An unforgettable one-mile drive-through Christmas light experience at



YMCA CAMP CARTER

COMING HOLIDAY SEASON 2026
November 12th thru December 30th

A Premier Holiday Destination for North Texas

We know we don't have to tell you that the holiday season is a time when families come together, traditions are created, and communities celebrate the magic of Christmas. Joyful Illuminations will transform YMCA Camp Carter into one of North Texas' premier holiday destinations, featuring breathtaking Christmas light displays creating an unforgettable experience.

Designed to become an annual holiday tradition, Joyful Illuminations is expected to welcome guest from all over the DFW Metroplex throughout the Christmas season. We are excited to offer businesses a unique opportunity to showcase their brand while being thoughtfully integrated into the attraction itself.

Your brand is tastefully woven into beautifully themed Christmas scenes, creating meaningful brand exposure and positive community recognition that extends well beyond the Christmas season.

Whether your goal is to increase brand awareness, strengthen your presence within the community, or connect with thousands of potential customers in a memorable and engaging way, Joyful Illuminations provides a one-of-a-kind advertising platform where your business truly becomes part of the magic.

At a Glance

-  **High Visibility Advertising**
-  **38 Event Nights**
-  **Highly Shareable Photo Opportunities**
-  **Family-Friendly Holiday Experience**
-  **Advertising Packages from \$500 – \$25,000**

Advertising Sponsor Opportunities

Select the sponsorship level that best fits your brand's goals and budget. Every package places your business directly within the Joyful Illumination experience.

EXCLUSIVE PRESENTING SPONSOR \$25,000

- ◆ Exclusive Entrance or Exit Locations
- ◆ Large custom signature display
- ◆ Entrance/Exit signage with holiday sentiments
- ◆ Social media recognition before and throughout the event
- ◆ Logo on marketing materials
- ◆ Recognition on the event website and sponsor page
- ◆ 20 Free Entries

EXCLUSIVE CONCESSION SPONSOR \$25,000

- ◆ Branding placed prominently in the Concessions area
- ◆ Logo displayed on concession menu boards
- ◆ Recognition on the event website, Social media and sponsor page
- ◆ 20 Free Entries

PLATINUM DISPLAY SPONSOR \$10,000

- ◆ Medium Themed display with brand recognition
- ◆ Premium placement
- ◆ Website listing
- ◆ Social media recognition
- ◆ 12 Free Entries

GOLD DISPLAY SPONSOR \$3,000

- ◆ Small Themed display with brand recognition
- ◆ Good route visibility
- ◆ Website listing
- ◆ 5 Free Entries

Optional Add-Ons

- ◆ Additional roadside signs — \$500 each

Put Your Business at the Heart of the Holiday Experience.

JOYFUL ILLUMINATIONS

North Texas • Holiday Season 2026

November 12th thru December 30th

Advertising Inquiries

advertising@jiholiday.com

www.jiholiday.com

NOTE: Advertising opportunities are limited and reserved on a first-come, first-served basis.

Right of Refusal: Joyful Illuminations reserves the right, in its sole and absolute discretion, to reject, cancel, or remove any advertisement, sponsor application, or business entity that it deems inappropriate, incompatible with the event's theme, or contrary to the event's values and brand standards

JOYFUL ILLUMINATION

2026 Holiday Advertising Reservation Form

Thank you for your interest in becoming a Joyful Illumination Advertising Sponsor. Please complete the information below to reserve your holiday advertising display.

Business Information

Business Name: _____

Contact Name: _____

Title: _____

Mailing Address: _____

City: _____

State: _____

ZIP: _____

Phone: _____

Email: _____

Website: _____

Facebook: _____

Instagram: _____

Advertising Package Selection

☐ Presenting Advertising Sponsor (Exclusive) — \$25,000

☐ Concession Sponsor (Exclusive) — \$25,000

☐ Platinum Display Sponsor — \$10,000

☐ Gold Display Sponsor — \$3,000

☐ Additional Roadside Directional Sign(s) (+\$500 each)

Would you like your company logo incorporated into the display?

☐ Yes

☐ No

Would you like your company QR Code incorporated into the display?

☐ Yes

☐ No

Please email your high-resolution logo (AI, EPS, PDF, PNG, or SVG preferred) to:

advertising@jiholiday.com

Payment Information

Total Advertising Investment

Package: _____

Add-Ons: _____

Total: _____

Preferred Payment Method

☐ Check

☐ ACH

☐ Credit Card

Reservation Agreement

By signing below, I understand that this is a paid advertising opportunity with Joyful Illumination. Payment is made in exchange for advertising and promotional benefits associated with the event and is not a charitable donation or nonprofit sponsorship.

I acknowledge that advertising space is reserved upon execution of this agreement and receipt of payment according to the agreed-upon terms.

Authorized Signature: _____

Printed Name: _____

Date: _____

JOYFUL ILLUMINATION

Email: advertising@jiholiday.com

Website: www.jiholiday.com

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