

Bristol Merry & Bright

Christmas Tree Sponsorship Agreement

This Christmas Tree Sponsorship Agreement ("Agreement") is entered into by and between **Believe in Bristol** and **Explore Bristol** (collectively referred to as the "Event Partners") and the undersigned sponsoring business ("Sponsor").

Event Overview

The Event Partners are excited to introduce a new holiday tradition as part of **Christmas in Downtown Bristol**. This year, the traditional live Christmas trees that have long been displayed throughout Downtown Bristol will be replaced with beautifully illuminated **Light Trees**. Light trees will be activated from November 30, 2026 to January 3, 2027.

These professionally lit trees will provide a brighter, more consistent holiday display while significantly reducing the time, expense, and maintenance required to decorate live trees. Because each Light Tree comes pre-lit with hundreds of vibrant LED lights, there is no need for ornaments or additional decorations. Sponsors simply choose their preferred LED light color, and the Event Partners will handle the installation.

This new approach creates a stunning, cohesive holiday experience for residents and visitors while offering businesses an attractive, hassle-free sponsorship opportunity. Each sponsored tree will also feature a uniform custom ground sign displaying the sponsoring business's name and a personalized QR code linking directly to the business's website, encouraging community engagement and customer interaction throughout the holiday season.

Sponsorship Opportunities

Sponsors may select one of the following tree sponsorship levels:

Tree Size	LED Lights Included	Sponsorship Fee
9-Foot Christmas Tree	500 LED Lights	\$200
12-Foot Christmas Tree	700 LED Lights	\$400
20-Foot Christmas Tree	1,000 LED Lights	\$1,000

Lighting Options: Sponsors may choose from multiple LED light color options and one of three options for the tree topper, subject to availability.

Sponsor Benefits

In exchange for the sponsorship fee, the Sponsor will receive:

1. A designated Christmas tree in the selected size.
2. Professional LED lighting installation based on the selected sponsorship level.
3. The opportunity to select from available LED light color options.
4. Uniform custom sponsor signage displayed at the tree location.
5. A personalized QR code incorporated into the signage that directs visitors directly to the Sponsor's website.
6. Recognition as a participant in the Christmas in Downtown Bristol event through promotional materials and event communications, when applicable.

Sponsor Responsibilities

The Sponsor agrees to:

1. Pay the applicable sponsorship fee upon execution of this Agreement.
2. Provide a valid website URL for QR code creation.
3. Provide any requested logo or business information necessary to create the custom sponsor signage by the deadline established by the Event Partners.

Event Partner Responsibilities

Believe in Bristol and Explore Bristol agree to:

1. Coordinate tree placement and event logistics.
2. Provide and install the designated Christmas tree and LED lighting package.
3. Create and install uniform custom sponsor signage featuring the Sponsor's business name and QR code.
4. Promote the event through available marketing channels.
5. Maintain overall event management and coordination.

Cancellation

The Event Partners reserve the right to modify, postpone, or cancel the event due to weather, public safety concerns, or circumstances beyond their control. Sponsorship fees may be refunded or applied to a future event at the discretion of the Event Partners.

Agreement

By signing below, the parties acknowledge and agree to the terms outlined in this Agreement.

Sponsor Business Name: _____

Contact Person: _____

Phone: _____

Email: _____

Website for QR Code: _____

Tree Sponsorship Selected:

- ☐ 9-Foot Tree (500 LED Lights) – \$200
- ☐ 12-Foot Tree (700 LED Lights) – \$400
- ☐ 20-Foot Tree (1,000 LED Lights) – \$1,000

Preferred Light Color(s): _____

Preferred Tree Topper (choose 1st, 2nd, 3rd option):

Star _____

Ball _____

Snowflake _____

Light Tree Preferred Location

Please note: tree location will be assigned on a first-come, first serve basis.

- ☐ Anderson Park, Bristol, TN
- ☐ Cumberland Park, Bristol VA
- ☐ Either park is fine

Payment Information

Payment Method (Please Select One):

☐ Please Invoice My Business

Invoice Contact (if different from above): _____

Email for Invoice: _____

Authorized Signature: _____

Payment is due upon execution of this Agreement unless other arrangements have been approved by Believe in Bristol and Explore Bristol. Sponsorships are not considered confirmed until payment has been received or an approved invoice arrangement has been established.

Event Partners

Bristol Merry & Bristol Representative: _____

Date: _____

Office Use Only

Date Agreement Received: _____

Payment Received: ☐ Yes ☐ No

Payment Method: ☐ Invoice ☐ Credit Card ☐ Check

Invoice Number: _____

Amount Received: \$_____

Tree Location Assigned: _____

Processed By: _____

*Believe in Bristol and Explore Bristol reserve the right to approve all Bristol Merry & Bristol Light Trees.
If you have any questions and concerns please contact info@explorebristol.com.