



Make a Difference with Sponsorship

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12th ANNUAL

Janesville's
Jolly Jingle

DECEMBER
5, 6 & 7, 2025

Janesville's Jolly Jingle (JJJ) is a beloved multi-day holiday festival that draws thousands of residents and visitors alike to downtown Janesville to celebrate the season with their families and friends.

It is a collaboration of many organizations but is not owned by any single one. JJJ exists solely to provide free or low-cost holiday celebrations to the community and the region and to create an economic impact to the area.

Partner organizations support the event by donating time, skills, and services, including creating memorable events and activities that are the core of the event and have become holiday traditions for many attendees.

FACEBOOK

"Sensory friendly section!! Thank you!!!"

"So much Holiday fun for all ages! It's also a great way to get-together..."



DECEMBER 5, 6 & 7, 2025

About Visitors to JJJ

We have observed that attendees included an attractive mix of individuals from around Rock County, the region, and beyond. 2024 was one of the event's most heavily attended, with over 15,000 lining the parade route to cheer on the 70+ entries. While families with children make up a substantial share of attendees, millennials and people of all ages also come to celebrate the holiday season.

Exclusive Sponsorship Opportunities



Presenting Sponsor: \$6,000* (Filled)

- Recognition as the presenting sponsor on the website, marketing materials, advertising, billboards & press interviews
- Opportunity to serve on JJJ Exec Committee
- Recognition in Downtown Janesville, Inc newsletter
- Recognition as the presenting sponsor on JATV broadcast and YouTube re-broadcast
- A booth at the tree lighting event
- Recognition by emcee at Tree Lighting
- One sponsor banner in Town Square and lighted parade
- Logo on main event sign in Courthouse Park
- Four tickets to Holiday Light Show and Holiday Tree Show
- Social media recognition



Parade: \$4,000*

- Recognition as the parade sponsor on the website, marketing materials, media releases
- Recognition announcement by parade emcee
- Lead float in parade
- One sponsor banner in Town Square and lighted parade
- Logo on main event sign in Courthouse Park
- Social media recognition



Fireworks: \$4,000*

- Recognition as the fireworks sponsor on the website, marketing materials, media releases
- Opportunity for a booth at event
- Recognition announcement by event emcee
- One sponsor banner in Town Square and lighted parade
- Logo on main event sign in Courthouse Park
- Social media recognition

NEW Town Square/BHCCU Festival Street Experience: \$2,000

- Recognition as a Town Square/BHCCU Festival Street experience sponsor on event website, brochures, posters, and media releases
- Logo on main event sign in Courthouse Park
- Recognition announcement by DJ in the Town Square on Fri. night
- Social media recognition

Additional Sponsorship Opportunities



Trolley: \$2,500* (~~2 available~~) (1 available)

- Recognition as a Luminary Walk sponsor on the website, brochures, posters and media releases
- Logo on main event sign in Courthouse Park
- Social media recognition



Jingle Bell Hunt : \$1,500* (3 available)

- Recognition as a Jingle Bell Hunt sponsor on the website, marketing materials, media releases
- Recognition announcement prior to bell hunt countdown
- Logo on main event sign in Courthouse Park
- Social media recognition



Marketing: \$500 - \$5,000

- Recognition on the website and in media releases
- Social media recognition
- Negotiated terms



JJJ Supporter: \$500

- Recognition on the website
- Social media recognition

* 2024 sponsors will receive first right of refusal and receive a discounted rate equal to sponsorship amount paid last year.



YES, I WOULD LIKE TO SPONSOR JANESVILLE'S JOLLY JINGLE IN 2025!

Choose a sponsorship opportunity:

- | | |
|---|--|
| ☒ Presenting \$6,000* (Filled) | ☐ Jingle Bell Hunt \$1,500* (2 available) |
| ☐ Parade \$4,000* | ☐ Janesville Supporter \$500 (unlimited) |
| ☐ Fireworks \$4,000* | ☐ Marketing Sponsor \$500 - \$5,000 |
| ☐ Trolley \$2,500* (1 available) | |
| ☐ Town Square/BHCCU Festival Street Experience \$2,000 | |
| Other or In-kind \$_____ (value) | |

* 2024 sponsors will receive first right of refusal for 2025 and receive a discounted rate equal to sponsorship amount paid last year.

- ☐ I agree to submit payment along with this form for the sponsorship level I have chosen by **September 31, 2025**. If payment is not submitted by this date the sponsorship will be made available to new sponsors
 - ☐ **I understand that sponsorships are not refundable for any reason.** Even in rare instances where weather conditions/safety concerns might limit the ability to hold an event, sponsorships are neither non-refundable nor do they carryover to the next year.
 - ☐ **I understand that submission of our vector logo before September 31, 2025** is required to be included in printed material. Business logos should be sent to Sue Melton at s1melton@yahoo.com.

Name for Signage/Recognition_____

Contact_____

Address_____ City/St/Zip_____

Phone_____

Email_____

Thank you!

Please Note: Sponsorship payments will be invoiced and collected at a later date.
No payment is due at this time.

For additional event sponsorship questions please reach out to:
Nicole Yost at yostn@ci.janesville.wi.us