

LIGHT UP THE LAKE

SPONSORSHIP *Packet*

YEAR 2025

EVENT DETAILS

Date: Friday, Dec. 5th, and Saturday, Dec. 6th, 2025

Location: Old Settlers Park (3300 Palm Valley Blvd.)

Estimated Attendance: 25,000+

BIG & GLOWING holiday cheer is coming back to Round Rock for 2 amazing nights in December! Join us for the annual Light Up the Lake, a 2-day holiday festival around the lake and festival area at Old Settlers Park on Fri, December 5th, and Sat, December 6th.

The event will feature **SPECTACULAR** giant balloons hovering over Bright Lake, amazing light show, **LIVE** music, holiday displays, holiday food and refreshments, crafts, family activities, yule log and more!

To Apply, Contact: MBowman@RoundRockTexas.gov



RED LEVEL

\$600

- Sponsor logo featured, and linked to sponsor website, on the Light Up the Lake event webpage.
- Option of setting up a 10x10 promotional booth in the reserved Vendor/Sponsor Area at the new Lakeview Promenade for both event nights.
 - Sponsor is responsible for providing their own canopy, table, chairs, power, lighting, and any other booth materials.
 - Promotional booth must include an approved activity/giveaway for attendees to enjoy.
 - *Booth activity must be approved by Dec. 1st, 2025.*

GREEN LEVEL

\$900

Includes Red Level PLUS:

- Sponsor logo featured, and linked to sponsor website, on the Light Up the Lake promotional email blast.
- Emcee shoutouts from the main stage area during both event nights.
- Sponsor logo featured on LED event screens on rotation throughout both event nights.

GOLD LEVEL

\$2,100

Includes Red and Green Levels PLUS:

****Application must be submitted by Nov. 21st, 2025.***

- Choice of sponsored event area (see area map below).
- Sponsor logo featured on 'Presented By' sign placed at the entrance of the sponsored event area of choice for both event nights.
 - Sponsor must provide logo for signage by Nov. 21st, 2025.
 - Sponsor can provide additional signage for sponsored area, but all signage must be pre-approved by Parks & Rec team.
- Option to set up an additional 10x10 promotional booth in the sponsored event area of choice for both event nights.
 - Sponsor is responsible for providing their own canopy, table, chairs, power, lighting, and any other booth materials.
- Sponsor tagged in promotional Light Up the Lake social media post captions.
- Sponsor logo featured on the event flyer.
- Sponsor logo featured on the event map.



EVENT SCREENS



MAX 23' wide by 13' tall LED screen. The high-resolution screen can be comfortably viewed from up to 500 feet away and from a 160° angle.

MAX 12' wide by 7' tall Mobile LED Trailer. The Trailer LED Screen / Mini Jumbotron can be comfortably viewed from up to 200 feet away and from a 160° angle.



To Apply, Contact:

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