GRANITE CITY AREA COMMUNITY FOUNDATION

2026 SPONSORSHIP & PARTICIPATION PACKET

GRANITE CITY CANDY CANE PARADE

& WINTER WONDERLAND

SATURDAY, DECEMBER 5, 2026

Sponsorship Deadline: November 23, 2026

Holiday sponsorships: $250 - $1,000

Parade participation only: $25

All sponsorship levels include parade participation and/or one Winter Wonderland vendor space at no additional participation fee.

Register through the official Google Form at www.gcacf.org
or on the Granite City Area Community Foundation Facebook page.
Questions: Parade@gcacf.org

GRANITE CITY AREA COMMUNITY FOUNDATION

A LETTER FROM THE BOARD

Dear Community Partner,

The Granite City Area Community Foundation is proud to invite local businesses and community partners to support the 2026 Granite City Candy Cane Parade & Winter Wonderland on Saturday, December 5, 2026.

Our goal is to build a welcoming annual holiday tradition that brings families downtown, celebrates local businesses, and creates a festive experience our community can look forward to year after year. Sponsorship support helps us cover the costs of organizing, promoting, and enhancing the parade and Winter Wonderland experience.

This year, four holiday-themed sponsorship levels are available from $250 to $1,000. Every sponsorship level includes the participation cost for the Candy Cane Parade and/or one Winter Wonderland vendor space, if your business would like to participate. For organizations or individuals that only want to enter the parade without sponsorship benefits, a Parade Participant Only option is available for $25.

To register as a sponsor, parade participant, or Winter Wonderland vendor, please complete the official Google Form available on www.gcacf.org and on the Granite City Area Community Foundation Facebook page. Sponsors should select their sponsorship level and participation choices within the form.

To ensure your business is included in sponsorship recognition and event materials, sponsorship registrations should be submitted by November 23, 2026. If you have questions before registering, please email Parade@gcacf.org.

Thank you for considering a partnership with the Granite City Area Community Foundation. Your support helps create a day of community connection, family memories, and holiday spirit while showing Granite City that local businesses are invested in the place we call home.

With gratitude,
Granite City Area Community Foundation Board
Candy Cane Parade & Winter Wonderland Committee

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2026 HOLIDAY SPONSORSHIP LEVELS

All sponsorship levels include parade participation and/or one Winter Wonderland vendor space at no additional participation fee.

Christmas Star Sponsor **$1,000**	• Premier logo placement on the event sponsor banner and digital sponsor graphics • Four dedicated social media sponsor spotlights • Recognition during event announcements and the tree lighting celebration • Priority vendor placement, if participating in Winter Wonderland • Parade participation and/or one Winter Wonderland vendor space included at no additional participation fee • Recognition in the post-event sponsor thank-you
Winter Wonderland Sponsor **$750**	• Large logo placement on the event sponsor banner • Three social media sponsor spotlights • Logo included on digital and printed sponsor recognition materials • Recognition during event announcements • Parade participation and/or one Winter Wonderland vendor space included at no additional participation fee
Candy Cane Sponsor **$500**	• Logo on sponsor banner and sponsor recognition graphics • Two social media sponsor mentions • Recognition in event thank-you materials • Parade participation and/or one Winter Wonderland vendor space included at no additional participation fee
Snowflake Sponsor **$250**	• Business name on sponsor recognition materials • One social media sponsor thank-you • Parade participation and/or one Winter Wonderland vendor space included at no additional participation fee
Candy Cane Parade Participant Only **$25**	For businesses, organizations, groups, or individuals that want to participate in the parade without purchasing a sponsorship. Includes one parade entry only. No sponsor recognition, social media spotlights, sponsor banner placement, or Winter Wonderland vendor space is included.

Participation is optional. All parade and vendor participants must complete the official Google Form and follow event and safety guidelines.

GRANITE CITY AREA COMMUNITY FOUNDATION

HOW TO REGISTER

One form. Multiple ways to participate.

1

FIND THE FORM

Visit www.gcacf.org or the Granite City Area Community Foundation Facebook page and open the 2026 Candy Cane Parade & Winter Wonderland registration form.

2

CHOOSE HOW YOU ARE PARTICIPATING

Select Sponsor, Parade Participant, Winter Wonderland Vendor, or the combination that applies to your business or organization.

3

SELECT YOUR LEVEL OR PARADE-ONLY OPTION

Sponsors may choose Christmas Star ($1,000), Winter Wonderland ($750), Candy Cane ($500), or Snowflake ($250). Parade-only participants may select the $25 Candy Cane Parade Participant Only option.

4

SUBMIT BY THE SPONSORSHIP DEADLINE

Sponsors should submit registration by November 23, 2026 to receive sponsorship recognition in event materials. Parade and vendor registration availability may be subject to event capacity and planning deadlines listed on the form.

PAYMENT & QUESTIONS

Payment by check: Make checks payable to Granite City Area Community Foundation (GCACF) with "Candy Cane Parade" in the memo line. Mail to: GCACF, P.O. Box 1474, Granite City, IL 62040.

Payment by Venmo: Open Venmo, select Charities, then search for Granite City Area Community Foundation. The Venmo handle is @gcacf.

Questions: Email Parade@gcacf.org for questions about sponsorships, parade participation, vendor registration, payments, or the Google Form.

THANK YOU FOR HELPING BRING HOLIDAY MAGIC TO GRANITE CITY!