

**41st Annual**  
*Christmas in Ida Festival*  
*and*  
*Parade of Lights*

2023 Presenter and Entertainment  
Partnership Opportunities

December 1 – 2, 2023

*Where New Traditions and Family Memories Begin*



# *An Invitation*

The 41<sup>st</sup> Annual Christmas in Ida Festival and Parade of Lights continues the tradition of wholesome family entertainment that has become a Midwest destination attracting over 48,000 visitors during the weekend event.

Please accept this invitation to become a partner of this American classic.

To provide maximum marketing benefits, we offer many opportunities to become a presenting partner that will showcase your company in an event title or as an entertainment partner. Partnership packages offer over 10 million potential media contacts through television, radio, magazines, newspaper, social media, and includes a display /marketing space in the French window double door partner tent that is warm, open, festive and generates high visitor traffic. All partner programs can be built to meet your media and financial requirements as well as co-op with two or more partners of your choice.

The festival will present the Christmas in Ida Family Concert Series, beginning on Friday night, with the Commemorative Concert and Saturday, headlining with a Country Music Concert and the popular Young Country Music Concert. Featuring national headliner artists, the concerts are professionally produced and are *free* to festival visitors.

The Christmas in Ida Festival is a member of the Monroe County Community Foundation. Contributions made through the Foundation will qualify as a charitable contribution as a 501 (c) (3) organization and receive full income tax credits.

We hope you can join us as we begin the fourth decade of Christmas in Ida and Parade of Lights, where new traditions and family memories begin.





# *The Family Holiday Concert Series*

## *Country Music Concert*



**LITTLE TEXAS**

2012, 2014

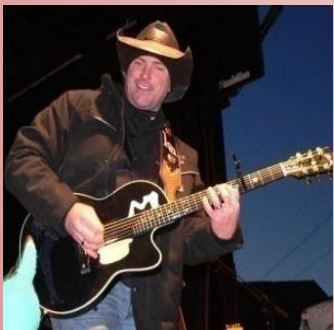
25th Anniversary

National Tour 2016

National Television

Production with

Andy Ross



**Keith Anderson**

2013



**Diamond Rio**

2022



**Josh Gracin**

2018



**Tracy Byrd**

2021



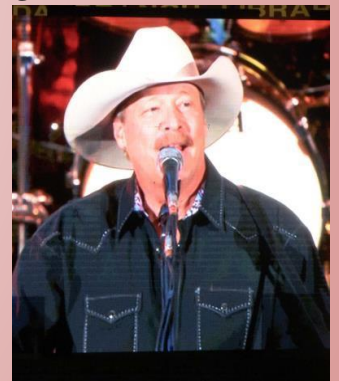
**Restless Heart**

2015



**Collin Raye**

2017



**Allan Jackson**

Pre-recorded

2020



# *Young Country and Pop Concerts*



**Laci Kaye Booth**



**The Wannabees - Savvy**



**Jump 5**



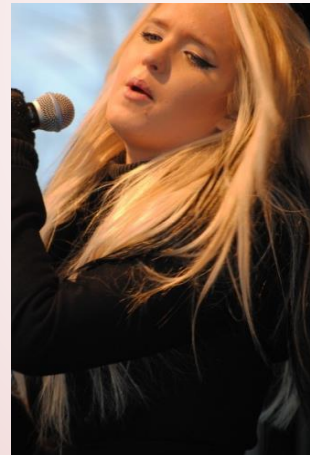
**Joey Page**



**Drew Seeley**



**Presley and Taylor**



**Macy Kate**



**Concert Visitors**



**Kari Lynch**

**Past concerts have featured national artists Booboo Stewart, Jasmine, Savannah Outen, Drew Seeley, Joey Page, Savvy and Mandy, EverLife, JUMP 5, KeKe Palmer, Wannabees-SAVVY, Taylor Taylor, Macy Kate, New Hollow, Claudia Paddy, Kari Lynch, Kelsie May, Faren Rachels, Presley & Taylor, and Laci Kaye Booth.**



# *Commemorative Concert*



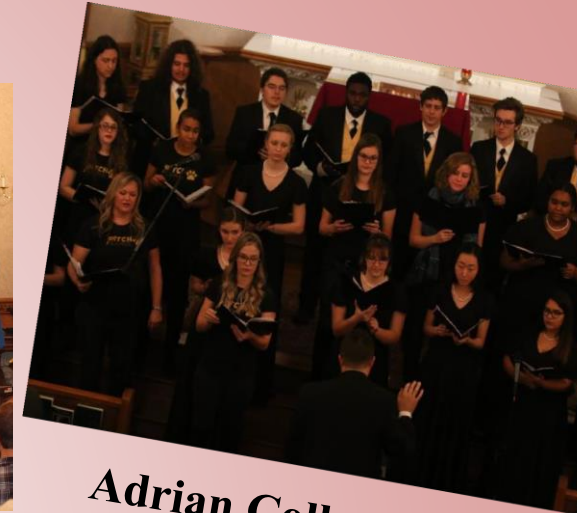
**Eastern Michigan  
University Choir**



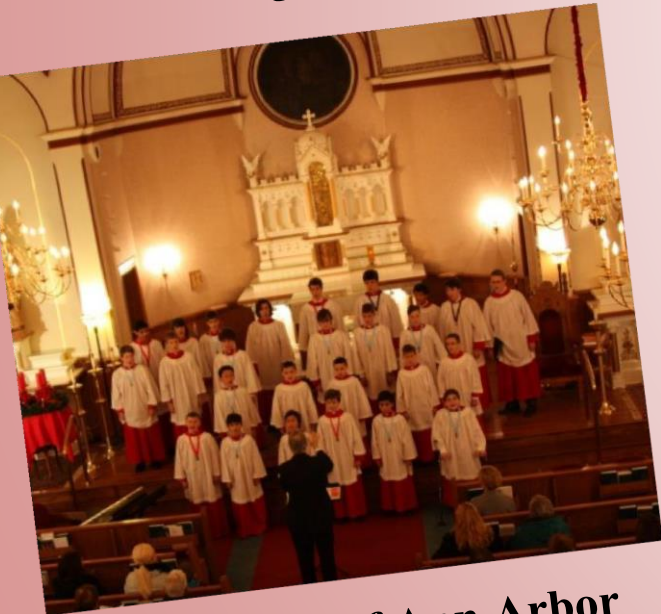
**University of Michigan  
G Men**



**Siena Heights University  
Chamber Singers**



**Adrian College Choir**



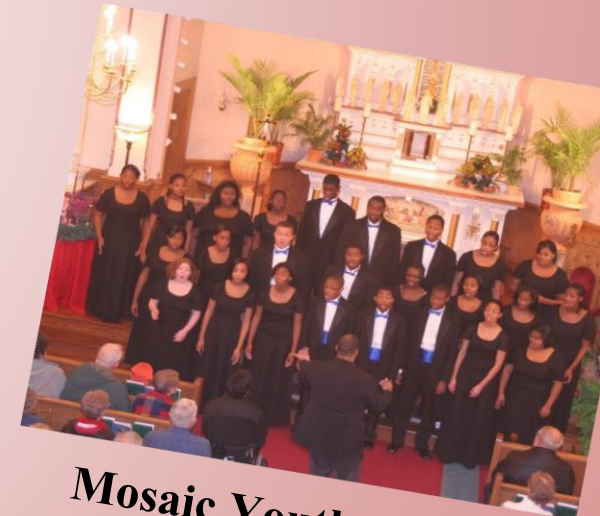
**Boy Choir of Ann Arbor**



**Saline Fiddlers**



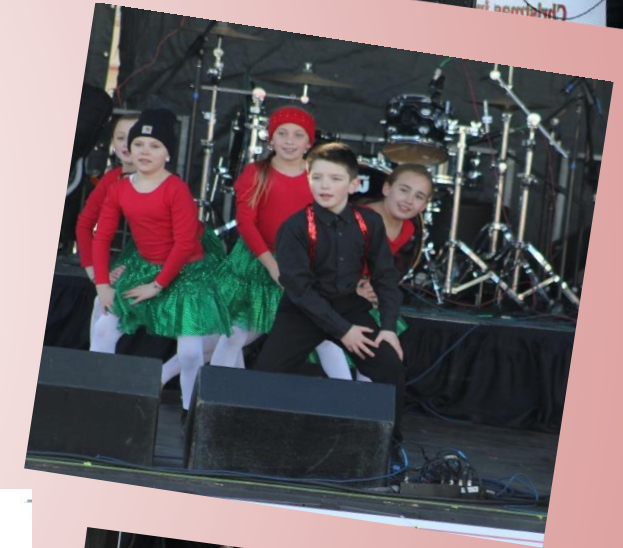
**Michigan Opera Theatre  
Children's Chorus**



**Mosaic Youth Theatre  
of Detroit**



# *Regional Entertainment*





# *Professionally Produced National Headliner Entertainment*

*Concert Attendance 20,000*







# Partners Tent



*Christmas in Ida*

ENTERTAINMENT AND PRESENTER PARTNERS

*Thank You!*





# *Downtown Festivities*



**Craft Vendor Shows**



**Food Vendors**



**Sled Race**



**Santa's Zoo**



**Welcome Tent**



**Media**



**Chicken Bowling**



**Family Video Arcade**



**Santa & Mrs. Claus**



**Outdoor Theater**



**Holiday Hounds on Parade**



**Helicopter Rides**



**Holiday Art**



**Carriage Rides**



**Ice Sculpting**



**Fireworks**

***MPACT Television and Internet Production***



# *Special Guests*





# Parade of Lights



## Parade of Lights Pre-Show





# ***2022 Christmas in Ida Family Concert Series***

## ***Tentative Entertainment Schedule***

**Friday Dec. 1, 2023**

**Downtown Entertainment  
Commemorative Concert**

**6:30**

**7:00**

**Saturday Dec. 2, 2023 - Downtown**

**Regional Artists**

**12:15**

**Flurries for the Kids Show**

**12:50**

**Private Partner Reception With Stars of the Concerts**

**1:15**

**Regional Artists**

**1:25**

**Miss Monroe County Performance**

**1:55**

**Holiday Hounds on Parade**

**3:00**

**Festival Prince and Princess Crowning**

**2:15**

**Flurry of Fantastic Family Festivities Show**

**2:30**

**Partner Introductions and Recognition**

**3:00**

**Regional Artists**

**3:05**

**Young Country Music Concert**

**4:00**

**Country Music Concert**

**5:15**

**Public Autograph Signing By the Stars of the Young Country Concert**

**4:50**

**Fireworks**

**6:30**

**Pre-Parade Show at Television Stage**

**6:30**

**Parade of Lights**

**7:00**





## ***In-title “Presenting” Partner Events and Levels***

### ***“Presenter” In-title Platinum Level***

**Parade of Lights** – *Committed*

**Family Concert Series** – *Committed*

**Country Music Concert** – *Pending*

**Young Country Music Concert** – *Pending*

**Christmas in Ida Outdoor Theater Center** –

**Ida Christmas Mall** – *Committed*

### ***“Presenter Network and/or Cable Television Production***

**“Brought to you by.....”** – *Pending*

### ***“Presenter” In-title Gold Level***

**Ice Sculpting** – *pending*

**Fireworks** – *Committed*

**Television Production Trailer** – *Committed*

**Pre-Parade Show** -

**Parade of Lights Television Interviews** -

**Friday Night Commemorative Concert** – *Committed*

**Holiday Sled Race –Holiday Sled Race Host** – *Committed*

**Official Inn of Christmas in Ida** – *Committed*

### ***“Presenter” In-title Silver Level***

**Friday Night Downtown Entertainment** – *Pending*

**Carriage Tour** –

### ***“Presenter” In-title “Bronze” Level***

**Holiday Arts on the Avenue** –

**Flurry of Fantastic Family Festivities Show** – *Pending*

**Flurry of Fantastic Family Festivities Show Host** – *Pending*

**Family Video Arcade** -

**Indoor Craft and Vendor Show 2 Locations** –*Pending*

**Holiday Hounds on Parade** – *Committed*

**Santa’s Zoo** – *Pending*

**Warming Tent Host** –

**Partners Tent Host** –

**Santa Comes to Town** -

**Stars of the Young Concert Public Meet and Greet** –

**NashIcon On Location Radio Remote** -

**Food Court** -

**Chicken Bowling** -

**Chicken Bowling, Host** –

**Story Time with Mrs. Claus** - *Committed*

*New Events to be Announced*





## **In-title Platinum "Presenting" Partner**

### **Platinum “Presenting” Entertainment Partner**

**Events Offered: Christmas in Ida Concert Series, Country Music Concerts, Young Country Music Concert, Parade of Lights, and Christmas in Ida Outdoor Theater Center (all in-title events listed on page 12)**

#### **Included Benefits**

- \* "Presents" recognition signage on concert stage and/or digital display, partner introductions on stage during shows, and recognition in festival promotions
- \* Company logo on banner displayed on concert stage and/or digital display, company introductions throughout the day
- \* “Presents” recognition on all festival promotions
- \* Opening and closing recognition on network and/or cable television and internet streaming production of the Parade of Lights
- \* Recognition during Parade of Lights by parade and television announcers
- \* “Presents” recognition in 7 newspaper ads
- \* “Presents” recognition in 27 newspaper, radio, and television news releases
- \* Company logo in brochures, restaurant placemats and the official Christmas in Ida website
- \* Linking of company logo from Christmas in Ida website to your company website
- \* Recognition Radio Media
- \* Pre-recorded company greeting heard throughout downtown district during festival from three locations
- \* 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
- \* Ten (10) tickets to the “Stars of the Concert Private Reception
- \* Additional Benefits to be announced, as determined

**INVESTMENT: Call for Details**

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Date \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_ Address \_\_\_\_\_

Address \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Please Complete and Return Agreement**

\_\_\_\_\_  
**Signature**





**In-title Gold “Presenting” Partner**  
**Cable Television and Internet Live Streaming Production of the Parade of Lights**  
***“Brought to you by.....” Partner (all in-title events listed on page 12)***

**Included Benefits**

- Opening and closing in title recognition on network and/or cable television and internet streaming production of the Parade of Lights
- "Presents" recognition signage and/or digital display on concert stage, partner introductions on stage during shows, and recognition in festival promotions
- Company logo on banner displayed on concert stage and/or other titled event, company introductions throughout the day
- “Presents” recognition on all festival promotions
- Recognition during Parade of Lights by parade and television announcers
- “Presents” recognition in 7 newspaper ads
- “Presents” recognition in 27 newspaper, radio, and television news releases
- Company logo in brochures, restaurant placemats and the official Christmas in Ida website
- Linking of company logo from Christmas in Ida website to your company website
- Recognition Radio Media
- Pre-recorded company greeting heard throughout downtown district during festival from three locations
- 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
- Eight (8) tickets to the “Stars of the Concert Private Reception
- Additional Benefits to be announced, as determined

**INVESTMENT: \$2,500**

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Date \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_ Address \_\_\_\_\_

Address \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Please Complete and Return Agreement**

\_\_\_\_\_  
**Signature**





## ***In-title Gold “Presenting” Partner***

**Events Offered: Ice Sculpting, Fireworks Stars of the Concert Public Reception, Holiday Sled Race,  
Official Inn of the Festival, Commemorative Concert, **Pre-Parade Show****  
(all in-title events listed on page 13)

### ***Included Benefits***

- Opening and closing in title recognition on network and/or cable television and internet streaming production of the Parade of Lights
- "Presents" recognition signage on concert stage and/or digital display, partner introductions on stage during shows, and recognition in festival promotions
- Company logo on banner displayed on concert stage and/or other titled event, company introductions throughout the day
- “Presents” recognition on all festival promotions
- Recognition during Parade of Lights by parade and television announcers
- “Presents” recognition in 7 newspaper ads
- “Presents” recognition in 27 newspaper, radio, and television news releases
- Company logo in brochures, restaurant placemats and the official Christmas in Ida website
- Linking of company logo from Christmas in Ida website to your company website
- Recognition Radio Media
- Pre-recorded company greeting heard throughout downtown district during festival from three locations
- 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
- Eight (8) tickets to the “Stars of the Concert Private Reception
- Additional Benefits to be announced, as determined

**INVESTMENT: \$2,500**

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Date \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_ Address \_\_\_\_\_

Address \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Please Complete and Return Agreement**

\_\_\_\_\_  
**Signature**





**In-title Silver "Presenting" Partner of the**  
**Events Offered: Carriage Tour,**  
**(all in-title events listed on page 12)**

**Included Benefits**

- "Presents" recognition signage on carriage and Entertainment Partner sign, partner introductions on stage during shows, and recognition in festival promotions
- Company logo on banner displayed in concert stage area and/or other titled event, company introductions throughout the day
- "Presents" recognition on all festival promotions
- Opening and closing recognition on network and/or cable television and internet streaming production of the Parade of Lights
- Recognition during Parade of Lights by parade and television announcers
- "Presents" recognition in 7 newspaper ads
- "Presents" recognition in 27 newspaper, radio, and television news releases
- Company logo in brochures, restaurant placemats and the official Christmas in Ida website
- Linking of company logo from Christmas in Ida website to your company website
- Recognition Radio Media
- Pre-recorded company greeting heard throughout downtown district during festival from three locations
- 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
- Six (6) tickets to the "Stars of the Concert Private Reception"
- Additional Benefits to be announced, as determined

**INVESTMENT: \$1,500**

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Date \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_ Address \_\_\_\_\_

Address \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Please Complete and Return Agreement**

\_\_\_\_\_  
**Signature**





## **In-title “Presenting” Bronze Partner**

**(all in-title events listed on page 12)**

### **Included Benefits**

- "Presents" recognition signage on concert stage, partner introductions on stage during shows, and recognition in festival promotions
- Company logo on banner displayed on concert stage and/or digital display, company introductions throughout the day
- “Presents” recognition on all festival communications
- Opening and closing recognition on network and/or cable television and internet streaming production of the Parade of Lights
- Recognition during Parade of Lights by parade and television announcers
- “Presents” recognition in 7 newspaper ads
- “Presents” recognition in 27 newspaper, radio, and television news releases
- Company logo in brochures, restaurant placemats and the official Christmas in Ida website
- Linking of company logo from Christmas in Ida website to your company website
- Recognition Radio Media
- Pre-recorded company greeting heard throughout downtown district during festival from three locations
- 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
- Four (4) tickets to the “Stars of the Concert Private Reception
- Additional Benefits to be announced, as determined

**INVESTMENT: \$1,000**

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Date \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Please Complete and Return Agreement**

\_\_\_\_\_  
**Signature**





## *Entertainment Partner*

### Included Benefits

- Entertainment Partner recognition signage at concert stage area, partner introductions on stage during shows, and recognition in festival promotions
- Company logo on banner displayed in area of concert stage and/or other titled event, company introductions throughout the day
- “Presents” recognition on all festival communications
- Opening and closing recognition on network and/or cable television and internet streaming production of the Parade of Lights
- Recognition during Parade of Lights by parade and television announcers
- “Presents” recognition in 7 newspaper ads
- “Presents” recognition in 27 newspaper, radio, and television news releases
- Company logo in brochures, restaurant placemats and the official Christmas in Ida website
- Linking of company logo from Christmas in Ida website to your company website
- Recognition Radio Media
- Pre-recorded company greeting heard throughout downtown district during festival from three locations
- 8 x 6 Ft space in heated Partners Tent for company marketing, promotions (tables and chairs provided)
- Four (4) tickets to the “Stars of the Concert Private Reception
- Additional Benefits to be announced, as determined

**INVESTMENT: \$1,000**

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Date \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Please Complete and Return Agreement**

\_\_\_\_\_  
**Signature**





## **2022 Presenting Partners**

**DTE Energy**  
*Parade of Lights*

**La-Z Boy Inc**  
*Christmas in Ida Concert Series*

**Meijer**  
*Country Music Concert*

**Philbeck Foundation**  
*Christmas in Ida Outdoor Theater Center*

**Bakers Propane Gas & Welding Supplies and ACE Hardware**  
*Ida Christmas Mall*

**D & P Communications**  
*Celebrating 40 Years of Christmas in Ida A Historical Documentary*  
*Cable Television and Live Streaming Internet Brought to You By – Sponsor*

**Monroe Dodge Chrysler Jeep Superstore**  
*Young Country Music Concert*

**Consumers Energy**  
*Fireworks Show*

**AM Skin Health**  
*Pre-Parade Show*





## **2022 Presenting Partners**

**Directions Credit Union**  
*Holiday Sled Race*

**STAR Towing and Recovery**  
*Glass City Crawlers Off Road Show*

**Hampton Inn and Suites, Dundee**  
*Official Inn and Suites*

**Backyard Products**  
*Parade of Lights Television Interviews*

**Friendly Ford**  
*Friday Night Town Down Entertainment*

**First Merchant Bank**  
*Meet and Greet of the Young Country Music Artists*

**PROMEDICA – Monroe Regional Hospital**  
*Flurries for the Kids Show*

**Family Medical Center of Michigan**  
*Holiday Arts on the Avenue*





## 2022 Presenting Partners

**Holcim US Inc**  
*Holiday Hounds on Parade*

**Generator Plus**  
*Santa's Zoo*

**Duke Farms**  
*Santa's Zoo, Host*

**ITC Holdings**  
*Welcome Tent*

**Monroe Community Credit Union**  
*NashIcon Radio On Location Remote*

**Village Wealth Management**  
*Chicken Bowling*

**Culligan of Ida**  
*Here Comes Santa Claus*

**Knabusch Insurance Center**  
*Prince of Peace Church Craft and Vendor Show*

**Gerweck Nissen**  
*Bedford Express Robotics*





## *2022 Presenting Partners*

**Allen Chevrolet-Cadillac**  
*Ice Sculpting*

**Gerdau**  
*Carriage Tours*

**Mall of Monroe**  
*Ida High School Craft and Vendor Show*

**Senator Joe Bellino**  
*Commemorative Concert*

**State Representative Dale W. Zorn**  
*Commemorative Concert*

**State Representative William Bruck**  
*Commemorative Concert*

**State Representative Jim DeSana**  
*Commemorative Concert*

**Dale Biniecki**  
*Commemorative Concert*





# 2022 Presenting Partners

**Mid-American Group**  
*Television Production Trailer*

**Genoa Bank**  
*Family Video Arcade*

**AIRbnb**  
*Falun Dafa Performance*

**Stoneco**  
*Food Court*

**Michigan Cat**  
*Food Court*

**Monroe County Library**  
*Story Time with Mrs. Claus*

**Monroe County Community College**  
*Partners Tent - Host*





## **2022 Event Hosts**

**Monroe County Bed Race to Aid Children Inc**  
*Holiday Sled Race, Host*

**Monroe YMCA**  
*Flurries for the Kids Show - Host*

**Adrian College Acrobatics and Tumbling**  
*Chicken Bowling – Host*

**Dukes Farm**  
*Santa's Zoo - Host*





## **2022 Entertainment Partners**

**KeyBank**

**Michigan Gas Utilities**

**Snap Fitness 24/7 – Dundee**

**David Arthur Consultants Inc**

**Cuccia Insurance Agency**

**Newport Internal Medicine**

**WLEN Adrian**

**Groulx GMC**

**WellNow Urgent Care**

**Zorn's Service Inc**

**Carl's Hide-A-Way**

**Monroe Motorsports**

**MPACT/REWIND 94.3**

**WQTE Country 95**

**Ann Arbor Railroad**

**Kuras Dental**

**Ida Farmers Co-Op**

**Nash ICON 98.3**

**Monroe News**

**Highway 61**

**H.E.L.P. Printers**

**Innovative Construction and Custom Homes**

**Monroe County Convention and Tourism Bureau**

**Stevens Disposal & Recycling Service Inc**

**Denniss Portable Toilets**





# *Christmas in Ida*

## **2023 Board of Directors**

Dale Zorn - Executive Director

Carl Cramer - Assistant Executive Director; Downtown Manager

Sue Pickens - Chairperson

Kim Kaus-Wirth - Secretary, Chairperson School Craft and Vendor Show

Nicole Galloway - Treasurer

Roger Wirth – Coordinator, Downtown Operations

Matt LaVoy – Chairman, Parade of Lights

Jim Gotha - Director, Television Floor

Kim Diven – Chairperson, Ida Christmas Mall

Stephine Gabriel – Chairperson, Prince of Peace Lutheran Church Craft and Vendor Show

Cindy Zorn - Director, Commemorative Concert; Coordinator- Entertainer Green Room

Kelly Gotha - Director, Stage Entertainment; Chairmen, Partner Tent

Cheryl Wassaus – Coordinator, Holiday Hounds on Parade

Cindy Bolley – Director, Social Media

Diana Cramer, Trustee; Coordinator-Souvenir Sales

Holden Turner, Trustee





## **For Further Information Contact**

Dale Zorn, Executive Director

(H) 734-269-6175 (c) 734-735-0576

Email: [dwz@d-pcomm.net](mailto:dwz@d-pcomm.net)

2022 Festival and Parade Photographs can be downloaded free at: [www.christmasinida.com](http://www.christmasinida.com).  
Click on Festival Photos Tab, Click on 2022.

*See you at Christmas in Ida!*

*Proud Member Michigan Festival and Events Association*

