

43rd Annual
Christmas in Ida Festival
and
Parade of Lights

**2025 Presenter and Entertainment
Partnership Opportunities**

December 4 – 6, 2025

Where New Traditions and Family Memories Begin



An Invitation from Dale W. Zorn

On behalf of the 2025 - 43rd Annual Christmas in Ida Festival and Parade of Lights, I wish to invite you to become a Partner of this American classic that has become a Midwest destination, where wholesome family entertainment attracts over 40,000 visitors during the weekend event.

To provide maximum marketing benefits, we offer many opportunity levels for presenting partners that will highlight your company in an event title or as an entertainment partner. Partnership packages offer over 3 million potential media contacts through television, internet, radio, magazines, newspaper, social media signs, and includes a display/marketing booth space in the French window double door partner tent that is warm, open, and festive, that generates high visitor traffic. All partner programs can be designed to meet your promotional and financial requirements as well as co-op partnership with two or more partners of your choice.

The Christmas in Ida Family Concert Series has become known as a music mecca presenting six concerts featuring twelve exciting artists. Beginning on Thursday night with an encore pop-music performance - *A Unique Evening of Trans-Siberian Music*, then Friday night the *Commemorative Concert and Jingle Bell Rockout! Concert*, and Saturday the popular *Country Music* and *Young Country Music Concerts* featuring national headliner artists. The shows are professionally produced and are *free* for festival visitors. Then on Saturday night, the Granddaddy of light parades, the Christmas in Ida Parade of Lights.

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 for another extraordinary Christmas in Ida and the Parade of Lights, where new traditions and family memories begin.

Hope to see you at *Christmas in Ida!*





LITTLE TEXAS

2012, 2014

25th Anniversary

National Tour 2016

National Television

Production with

Andy Ross



Keith Anderson

2013



Diamond Rio

2022



Chayce Beckham

2024



Restless Heart

2015



Josh Gracin

2018



Tracy Byrd

2021



Collin Raye

2017



Tyler Rich

2023

The Family Holiday Concert Series

Country Music Concert

Young Country and Pop Concerts



Laci Kaye Booth



The Wannabees - Savvy



Ian Harrison



Jump 5



Joey Page



Drew Seeley



Presley and Taylor



Macy Kate



Grace Leer

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, Grace Leer, 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



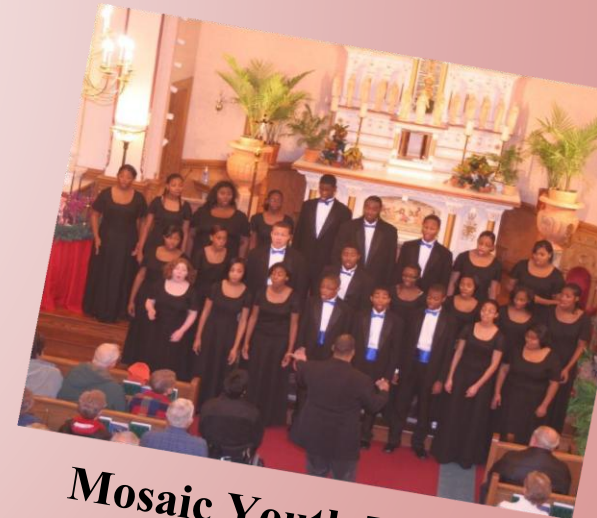
Boy Choir of Ann Arbor



Saline Fiddlers



**Michigan Opera Theatre
Children's Chorus**



**Mosaic Youth Theatre
of Detroit**

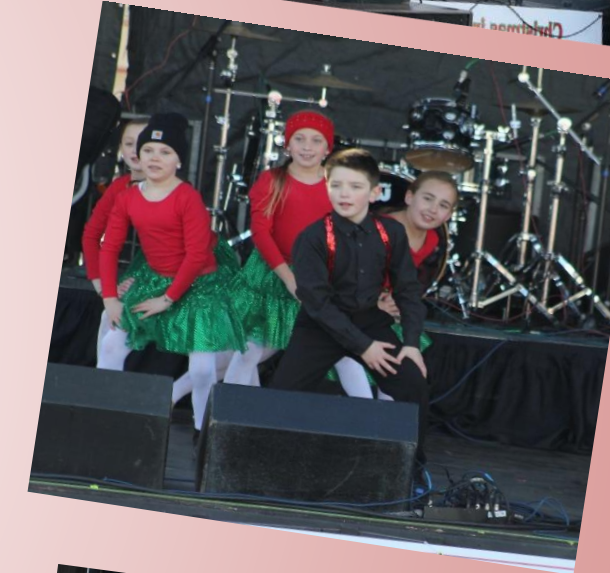
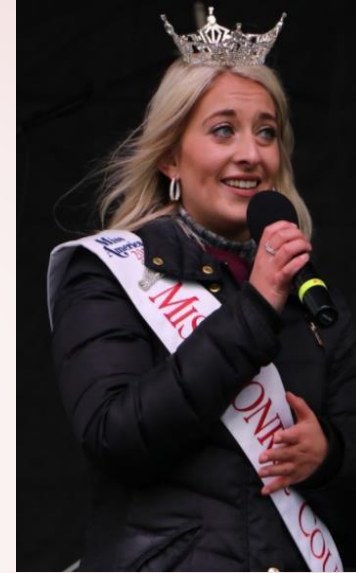
Twas the Night Before Christmas in Ida – An Unique Evening of Trans-Siberian Music



Jingle Bell Rockout! Concert



Regional Entertainment



Professionally Produced National Headliner Entertainment

Concert Attendance 20,000





Downtown Festivities

**Heated Outdoor
Theater Center**



MPACT Television and Internet Production

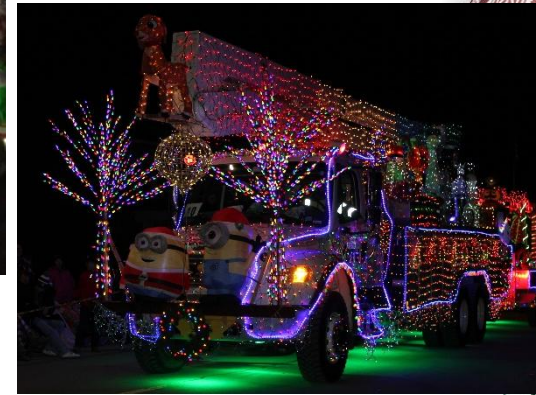
Special Guests



Parade of Lights



Parade of Lights Pre-Show



2024 Tentative Entertainment Schedule

Thursday Dec. 4, 2025

Annual Christmas Tree Lighting	5:00
A Unique Evening of Siberian Music	7:00

Friday Dec. 5, 2025

Jingle Bell Rockout! Concert	5:00
Commemorative Concert	7:00

Saturday Dec. 6, 2025

Regional Artists	12:15
Y on the Fly – Sport Games for Kids	12:50
Private Partner Reception with the Stars of the Country Concerts	1:00
Regional Artists	1:25
Miss Monroe County Performance	1:55
Festival Prince and Princess Crowning	2:30
Partner Introductions and Recognition	2:50
Regional Artists	3:10
Regional Artists	3:45
Young Country Concert	4:25
Public Autographs Signing by the Stars of the Young Country Concert	5:15
Country Concert	5:25
Fireworks	6:30
Parade of Lights Pre-show	6:30
Parade of Lights	7:00

Sunday Dec. 7, 2025

Ida High School Christmas Collage Concert	2:00
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In-title Presenting Partner Events and Levels

Presenter In-title Platinum Level

Parade of Lights – *committed*

Family Concert Series – *committed*

Country Music Concert – *pending*

Country Music Concert – *pending*

Jingle Bell Rockout! Concert – *pending*

Ida Christmas Mall – *committed*

Presenter In-title Gold Level Events

A Unique Evening of Siberian Music – *available*

Presenter In-Title Red White and Blue Level Events

Family Fireworks – *committed*

Presenter In-title Silver Level Events

Parade Network/Cable Television & Internet Production “Brought to You By” - *pending*

Santa’s Float on display and hosting Santa through televised parade - *pending*

Christmas in Ida Outdoor Heated Theater Center – *pending*

Parade of Lights Pre-Parade Show - *pending*

Commemorative Concert – *committed*

Official Inn of Christmas in Ida – *committed*

Holiday Hound on Parade – *committed*

Ice Sculpting - *pending*

Young



In-title Presenting Partner Events and Levels ***Continued***

Presenter In-title Bronze Level Events

Stars of the Young Concert Public Meet and Greet -- *available*

Village Carriage Tour – *available*

Presenter In-title Diamond Level Events

Holiday Arts on the Avenue - *committed*

Indoor Craft and Vendor Show Ida School Location – *pending*

Parade of Lights Television Interviews - *pending*

Indoor Craft and Vendor Show Prince of Peace Location - *committed*

Partners Tent Host - *committed*

Television Production Trailer – *committed*

Y on the Fly – Sport Games for Kids – *pending*

Warming Tent Host – *committed*

Chicken Bowling – *available*

Food Court - *committed*

Story Time with Mrs. Claus – *committed*

Friday Night Downtown Entertainment – *available*

Family Video Arcade - *committed*

Santa's Zoo – *Pending*

Santa Comes to Town – *available*

K100 FM/Nash Icon Downtown Radio Remote – *available*

Entertainment Partner Level

Entertainment Level – *available*



In-title Platinum Presenting Partner

***Events Offered:* Parade of Lights, Family Concert Series, Country Music Concert
Young Country Music Concert, Jingle Bell Rockout! Concert, Ida Christmas Mall
(available events listed on page 15 and 16)**

Included Benefits

- ✚ Opening and closing recognition on network/cable television and internet production of the Parade of Lights
- ✚ Presenter Partner recognition signage on concert stage or digital display, or at event location
- ✚ Presenter Partner introductions during partner recognition on stage before country music concerts
- ✚ Presenter Partner recognition on stage throughout the day
- ✚ Presenter Partner recognition in 27 newspaper, radio, and television media outlets
- ✚ Presenter Partner recognition on festival promotions including 7 newspaper ads, festival brochures and restaurant placards
- ✚ Presenter Partner recognition during Parade of Lights by parade and television announcers from three locations
- ✚ Presenter Partner recognition in all festival communications where event is listed
- ✚ Presenter Partner logo affixed to official festival website and linked to company website
- ✚ Pre-recorded company greeting heard throughout downtown district during festival from three locations
- ✚ Parade of Lights participation
- ✚ Booth space (8ft x 6ft) space in heated Partners Tent for company marketing, promotions and or giveaways (tables and chairs provided)
- ✚ Ten (10) tickets to the “Stars of the Country and Young Country Music Concert Private Reception
- ✚ Additional Benefits to be announced, as determined

INVESTMENT: Call for Details

Company Name _____ Contact _____ Date _____
Address _____ State _____ Zip Code _____
Telephone _____ Email _____

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In-title Gold Presenting Partner

Event Offered

A Unique Evening of Siberian Music - Concert

Included Benefits

- ✚ Opening and closing recognition on network/cable television and internet production of the Parade of Lights
- ✚ Presenter Partner recognition signage on concert stage or digital display, or at event location
- ✚ Presenter Partner introductions during partner recognition on stage before country music concerts
- ✚ Presenter Partner recognition on stage throughout the day
- ✚ Presenter Partner recognition in 27 newspaper, radio, and television media outlets
- ✚ Presenter Partner recognition on festival promotions including 7 newspaper ads, festival brochures and restaurant placards
- ✚ Presenter Partner recognition during Parade of Lights by parade and television announcers from three locations
- ✚ Presenter Partner recognition in all festival communications where event is listed
- ✚ Presenter Partner logo affixed to official festival website and linked to company website
- ✚ Pre-recorded company greeting heard throughout downtown district during festival from three locations
- ✚ Parade of Lights participation
- ✚ Booth space (8ft x 6ft) space in heated Partners Tent for company marketing, promotions and or giveaways (tables and chairs provided)
- ✚ Eight (8) tickets to the “Stars of the Country and Young Country Music Concert Private Reception
- ✚ Additional Benefits to be announced, as determined

INVESTMENT: \$3,500

Company Name _____ Contact _____ Date _____

Address _____ State _____ Zip Code _____

Telephone _____ Email _____

Please Complete and Return Agreement

Signature



Red, White and Blue Presenter Partner

Event Offered

Family Fireworks Show

Included Benefits

- ✚ Opening and closing recognition on network/cable television and internet production of the Parade of Lights
- ✚ Presenter Partner recognition signage on concert stage or digital display, or at event location
- ✚ Presenter Partner introductions during partner recognition on stage before country music concerts
- ✚ Presenter Partner recognition on stage throughout the day
- ✚ Presenter Partner recognition in 27 newspaper, radio, and television media outlets
- ✚ Presenter Partner recognition on festival promotions including 7 newspaper ads, festival brochures and restaurant placards
- ✚ Presenter Partner recognition during Parade of Lights by parade and television announcers from three locations
- ✚ Presenter Partner recognition in all festival communications where event is listed
- ✚ Presenter Partner logo affixed to official festival website and linked to company website
- ✚ Pre-recorded company greeting heard throughout downtown district during festival from three locations
- ✚ Parade of Lights participation
- ✚ Booth space (8ft x 6ft) space in heated Partners Tent for company marketing, promotions and or giveaways (tables and chairs provided)
- ✚ Eight (8) tickets to the “Stars of the Country and Young Country Music Concert Private Reception
- ✚ Additional Benefits to be announced, as determined

INVESTMENT: \$3,000

Company Name _____ Contact _____ Date _____

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Actual Float

Santa's Float Presenting"Partner

Events Offered

Santa's Float

Hosting Santa Float on Display and through Parade

Includes Pre-Made Float

(event listed on page 13)

Included Benefits

- ✚ **Presenter Partner recognition signage on Santa's Float on display during festival and Parade of Lights**
- ✚ **Opening and closing recognition on network/cable television and internet production of the Parade of Lights**
- ✚ **Presenter Partner recognition signage on concert stage or digital display, or at event location**
- ✚ **Presenter Partner introductions during partner recognition on stage before country music concerts**
- ✚ **Presenter Partner recognition on stage throughout the day**
- ✚ **Presenter Partner recognition in 27 newspaper, radio, and television media outlets**
- ✚ **Presenter Partner recognition on festival promotions including 7 newspaper ads, festival brochures and restaurant placards**
- ✚ **Presenter Partner recognition during Parade of Lights by parade and television announcers from three locations**
- ✚ **Presenter Partner recognition in all festival communications where event is listed**
- ✚ **Presenter Partner logo affixed to official festival website and linked to company website**
- ✚ **Pre-recorded company greeting heard throughout downtown district during festival from three locations**
- ✚ **Parade of Lights participation**
- ✚ **Booth space (8ft x 6ft) space in heated Partners Tent for company marketing, promotions and or giveaways (tables and chairs provided)**
- ✚ **Six (6) tickets to the "Stars of the Country and Young Country Music Concert Private Reception**
- ✚ **Additional Benefits to be announced, as determined**

INVESTMENT: \$2,500

Company Name _____ Contact _____ Date _____

Address _____ State _____ Zip Code _____

Telephone _____ Email _____

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In-title Silver Presenting Partner

(available events listed on page 13)

Events Offered: Parade Network/Cable Television & Internet Production “Brought to You By” ,
Christmas in Ida Outdoor Heated Theater Center, Parade of Lights Pre-Parade Show,
Commemorative Concert, Holiday Hound on Parade, Ice Sculpting,
Official Inn of Christmas in Ida

Included Benefits

- ✚ Opening and closing recognition on network/cable television and internet production of the Parade of Lights
- ✚ Presenter Partner recognition signage on concert stage or digital display, or at event location
- ✚ Presenter Partner introductions during partner recognition on stage before country music concerts
- ✚ Presenter Partner recognition on stage throughout the day
- ✚ Presenter Partner recognition in 27 newspaper, radio, and television media outlets
- ✚ Presenter Partner recognition on festival promotions including 7 newspaper ads, festival brochures and restaurant placards
- ✚ Presenter Partner recognition during Parade of Lights by parade and television announcers from three locations
- ✚ Presenter Partner recognition in all festival communications where event is listed
- ✚ Presenter Partner logo affixed to official festival website and linked to company website
- ✚ Pre-recorded company greeting heard throughout downtown district during festival from three locations
- ✚ Parade of Lights participation
- ✚ Booth space (8ft x 6ft) space in heated Partners Tent for company marketing, promotions and or giveaways (tables and chairs provided)
- ✚ Six (6) tickets to the Stars of the Country and Young Country Music Concert Private Reception
- ✚ Additional Benefits to be announced, as determined

INVESTMENT: \$2,500

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In-title Bronze Presenting Partner

Events Offered: Carriage Tour, Stars of the Young Concert Public Meet and Greet
(available events listed on page 13)

Included Benefits

- ✚ Opening and closing recognition on network/cable television and internet production of the Parade of Lights
- ✚ Presenter Partner recognition signage on concert stage or digital display, or at event location
- ✚ Presenter Partner introductions during partner recognition on stage before country music concerts
- ✚ Presenter Partner recognition on stage throughout the day
- ✚ Presenter Partner recognition in 27 newspaper, radio, and television media outlets
- ✚ Presenter Partner recognition on festival promotions including 7 newspaper ads, festival brochures and restaurant placards
- ✚ Presenter Partner recognition during Parade of Lights by parade and television announcers from three locations
- ✚ Presenter Partner recognition in all festival communications where event is listed
- ✚ Presenter Partner logo affixed to official festival website and linked to company website
- ✚ Pre-recorded company greeting heard throughout downtown district during festival from three locations
- ✚ Parade of Lights participation
- ✚ Booth space (8ft x 6ft) space in heated Partners Tent for company marketing, promotions and or giveaways (tables and chairs provided)
- ✚ Four (4) tickets to the “Stars of the Country and Young Country Music Concert Private Reception
- ✚ Additional Benefits to be announced, as determined

INVESTMENT: \$1,500

Company Name _____ Contact _____ Date _____

Address _____ State _____ Zip Code _____

Telephone _____ Email _____

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In-title Presenting Bronze Partner

Events Offered: Holiday Arts on the Avenue, Parade of Lights Television Interviews, Warming Tent

Partners Tent Host, Y on the Fly, Warming Tent , Chicken Bowling

Two Indoor Craft and Vendor Shows, Friday Night Downtown Entertainment, Santa's Zoo Family Video Arcade, Santa Comes to Town, K100

FM/Nash Icon Downtown Radio Remote

(available events listed on page 13)

Included Benefits

- ✚ Opening and closing recognition on network/cable television and internet production of the Parade of Lights
- ✚ Presenter Partner recognition signage on concert stage or digital display, or at event location
- ✚ Presenter Partner introductions during partner recognition on stage before country music concerts
- ✚ Presenter Partner recognition on stage throughout the day
- ✚ Presenter Partner recognition in 27 newspaper, radio, and television media outlets
- ✚ Presenter Partner recognition on festival promotions including 7 newspaper ads, festival brochures and restaurant placemats placards
- ✚ Presenter Partner recognition during Parade of Lights by parade and television announcers from three locations
- ✚ Presenter Partner recognition in all festival communications where event is listed
- ✚ Presenter Partner logo affixed to official festival website and linked to company website
- ✚ Pre-recorded company greeting heard throughout downtown district during festival from three locations
- ✚ Parade of Lights participation
- ✚ Booth space (8ft x 6ft) space in heated Partners Tent for company marketing, promotions and or giveaways (tables and chairs provided)
- ✚ Two (2) tickets to the "Stars of the Country and Young Country Music Concert Private Reception
- ✚ Additional Benefits to be announced, as determined

INVESTMENT: \$1,000

Company Name _____ Contact _____ Date _____

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Entertainment Partner

Included Benefits

- ✚ Opening and closing recognition on network/cable television and internet streaming production of the Parade of Lights
- ✚ Entertainment Partner recognition signage on concert stage or digital display, or event location
- ✚ Entertainment Partner introductions during partner recognition on stage before country music concerts
- ✚ Entertainment Partner recognition on stage throughout the day
- ✚ Entertainment Partner recognition in 27 newspaper, radio, and television media outlets
- ✚ Entertainment Partner recognition on festival promotions including 7 newspaper ads, festival brochures and restaurant placards
- ✚ Entertainment Partner recognition during Parade of Lights by parade and television announcers from three locations
- ✚ Entertainment Partner recognition in all festival communications where event is listed
- ✚ Entertainment Partner logo affixed to official festival website and linked to company website
- ✚ Pre-recorded company greeting heard throughout downtown district during festival from three locations
- ✚ Parade of Lights participation
- ✚ Booth space (8ft x 6ft) space in heated Partners Tent for company marketing, promotions and or giveaways (tables and chairs provided)
- ✚ Two (2) tickets to the “Stars of the Country and Young Country Music Concert Private Reception
- ✚ Additional Benefits to be announced, as determined

INVESTMENT: \$1,000

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Telephone _____ Email _____

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2024 Presenting Partners

DTE Energy

STAR Towing and Recovery

Zorn Towing and Recovery

ITC A Fortis Company

D & P Communications

Friendly Ford Lincoln

Great Lakes Vision Care

Cuccia Insurance Center

Representative William Bruck

Representative Jim DeSana

Senator Joe Bellino

Hampton Inn and Suites

Victors Home Solutions

Prince of Peace Lutheran Church

Monroe Dodge Chrysler Jeep Superstore

Family Medical Center of Michigan

Monroe County Library-Ida Branch

ProMedica Monroe Regional Hospital

Monroe County 4-H Teen Ambassadors

Innovative Construction and Custom Homes

La-Z-Boy Incorporated

Baker's Propane Gas

Bakers Ace Hardware

Allen Chevrolet – Cadillac

Directions Credit Union

Gerda

YMCA of Monroe

Representative Dale W. Zorn

Hi-Lite Fresh Market

Knabusch Insurance Service

CAFARO-Monroe Mall

Kaltec Heating and Cooling

Meijer

Bakers Welding Supplies

Consumers Energy

Generator Plus

Holcim

Pinnacle Eye Group

Mid-American Group

Stoneco of Michigan

Dale Biniecki

Michigan CAT

Groulx GMC

Spirit Ford

Duke Petting Zoo

Family Medical Center of Michigan

Monroe County Community College

Monroe Community Credit Union

Monroe County 4-H Terra Quest



2023 Entertainment Partners

Monroe County Convention and Tourism Bureau

Davey Tree Service

NASH Icon 98.3

Stevens Disposal & Recycling Service Inc.

Monroe County Radio

Carl's Hide-A-Way

Kinzit Technologies

MPACT/REWIND

Highway 61

Logan Charles Salon

Sieb Plumbing Heating & Air Conditioning

Your Home Improvement Company/Bath Planet

Luckey Farmers Inc – Ida Branch

Culligan of Ida

The Mannik and Smith Group

Michigan Gas Utilities

Denniss Portable Toilets

Tom's Landscaping

Corey Welsh Reality

The Original Ida Tavern

Zorn's Service, Inc

Visiting Angels

HELP Printers

Dundee Golf Club

Monroe Motorsports



Christmas in Ida
2024 Board of Directors

Dale W. Zorn - Executive Director

Carl Cramer - Assistant Executive Director; Downtown Manager

Sue Pickens - Chairman

Mark Matthe - Treasurer

Matt LaVoy - Chairman Parade of Lights

Cody Cooper – Co-chairman Parade of Lights

Stephanie Gabriel – Chairman, Prince of Peace Lutheran Church Craft Show

Kim Diven - Chairman Ida Christmas Mall

Cindy Zorn - Director Commemorative Concert; Coordinator Entertainment Green Room

Josh Stump - Director Stage Entertainment

Kim Wirth – Website Manager

Cindy Bolley - Director Social Media

Holden Turner - Trustee

Diana Cramer – Trustee; Coordinator Souvenir Sales

Barb Turner – Member at Large

Lizzie Wirth – Member at Large



For Further Information Contact

Dale Zorn, Executive Director

734-735-0576

Email: dwz@d-pcomm.net

2024 Festival and Parade Photographs can be downloaded free at:

https://www.dropbox.com/scl/fo/hmmhu1cewpawnq5qvkj8r/AECZUpTysqkmh5LN__DGPVE?rlkey=z6jzhpqvxb0b2tny94kmgelt&st=m8tym78u&dl=0https://www.dropbox.com/scl/fo/hmmhu1cewpawnq5qvkj8r/AECZUpTysqkmh5LN__DGPVE?rlkey=z6jzhpqvxb0b2tny94kmgelt&st=m8tym78u&dl=0

See you at Christmas in Ida!

Proud Member Michigan Festival and Events Association

