

44th Annual
Christmas in Ida Festival
and
Parade of Lights

**2026 Presenter and Entertainment
Partnership Opportunities**

December 3 – 5, 2026

Where New Traditions and Family Memories Begin



An Invitation from Dale W. Zorn, Executive Director

On behalf of the 2026 Annual Christmas in Ida Festival and Parade of Lights Executive Board, I wish to invite you to become a Partner of this American classic that has become a Midwest destination, where wholesome family entertainment attracts thousands of 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, brochures, 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 a pop-music performance – *Twas the Night Before Christmas in Ida*, 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 Parade of Lights, where new traditions and family memories begin.

Hope to see you at *Christmas in Ida!*



The Family Holiday Concert Series

Country Music Concert



LITTLE TEXAS

2012, 2014, 2025

25th Anniversary

National Tour 2016

National Television

Production with

Andy Ross



Diamond Rio

2022



Tracy Byrd

2021



Restless Heart

2015



Josh Gracin

2018



Keith Anderson

2013



Collin Raye

2017



Tyler Rich

2023



Chayce Beckham

2024

Young Country and Pop Concerts



Laci Kaye Booth



Nicole Croteau



Ian Harrison



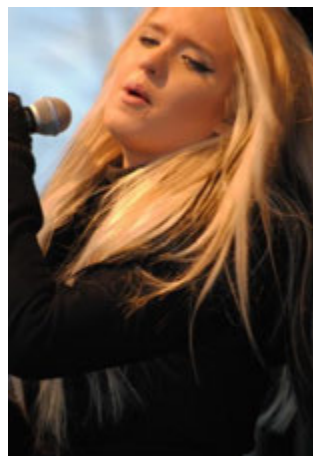
Jump 5



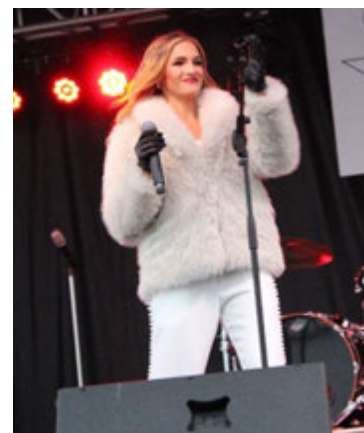
Drew Seeley



Presley and Taylor



Macy Kate



Grace Leer



Joey Page

Other past concerts have featured national artists Booboo Stewart, KeKe Palmer, Jasmine, Savannah Outen, Savvy and Mandy, EverLife, JUMP 5, Wannabees-SAVVY, Taylor Taylor, New Hollow, Claudia Paddy, and Kelsie May.



Commemorative Concert



**Eastern Michigan
University Choir**



**University of Michigan
G Men**



**Siena Heights University
Chamber Singers**



Adrian College Choir



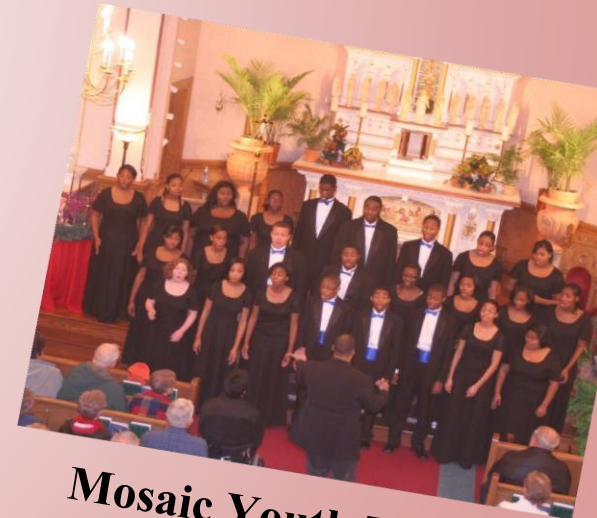
Boy Choir of Ann Arbor



Saline Fiddlers



**Michigan Opera Theatre
Children's Chorus**



**Mosaic Youth Theatre
of Detroit**

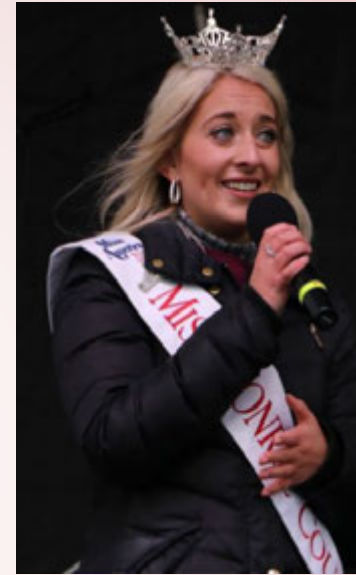
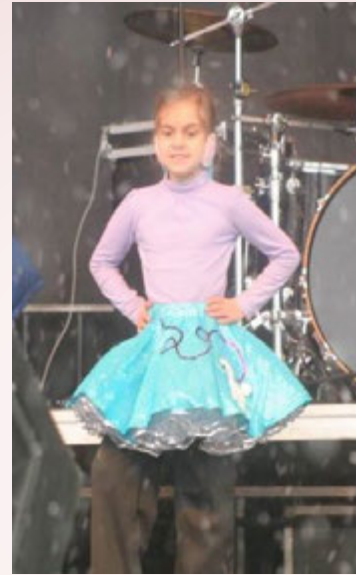
Twas the Night Before Christmas in Ida A Pop Music Concert



Jingle Bell Rockout! Concert



Regional Entertainment



Professionally Produced National Headliner Entertainment

Concert Attendance 18,000



Partners Tent



Downtown Festivities

**Heated Outdoor
Theater Center**



Chicken Bowling



Craft and Vendors Shows



Santa's Zoo



Media



**High Flying
BMX Show**



**Cornhole
Tournament**



**Santa Comes
to Town**



Ida Christmas Mall



**Holiday Art
on the Avenue**



Pre-Parade Show



Welcome Tent



**Holiday Hounds
on Parade**



Fireworks

Family Video Arcade



Carriage Rides



Food Vendors



Ice Sculpting



**Children's Lunch
with Santa**

MPACT Television and Internet Production

Special Guests



Parade of Lights



Parade of Lights Pre-Show



2026 Tentative Entertainment Schedule

Thursday Dec. 3, 2026

Twass the Night Before Christmas in Ida Concert 7:00

Friday Dec. 4, 2026

Jingle Bell Rockout! Concert 5:00

Commemorative Concert 7:00

Saturday Dec. 5, 2026

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. 6, 2026

Ida High School Christmas Collage Concert 2:00



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*

Jingle Bell Rockout! Concert – *pending*

Ida Christmas Mall – *committed*

Presenter In-title Gold Level Events

Twass the Night Before Christmas in Ida – *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 and Suites of Christmas in Ida – *committed*

Holiday Hounds 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*

Country Artists Hospitality Facility — *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*

Professional Cornhole Tournament - *pending*

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, 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 for one year
- ✚ 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

Thursday Night Pop 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, 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 for one year
- ✚ Presenter Partner logo affixed to official festival website and linked to company website for one year
- ✚ 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 _____

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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, 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 for one year
- ✚ 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, 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 for one year**
- ✚ **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: \$3,500

Company Name _____ Contact _____ Date _____
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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, 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 for one year
- ✚ 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 Bronze Presenting Partner

Events Offered: Carriage Tour, Stars of the Young Concert Public Meet and Greet.

Green Room Hosts for Country Music Artists

(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, 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 for one year
- ✚ 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 Diamond 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, **Professional Cornhole Tournament**
(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, 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 for one year
- ✚ 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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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 at 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

Company Name _____ Contact _____ Date _____

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2025 Presenting Partners

DTE Energy

Directions Credit Union

ITC A Fortis Company

Generator Plus

Amrize

Allen Chevrolet – Cadillac

Cuccia Insurance Agency

Senator Joe Bellino

TWB Company

Ochs Jewelers

Representative Jim DeSana

La-Z-Boy Inc.

Consumers Energy

Friendly Ford-Lincoln

Mid-American Group

Great Lakes Vision Care

Mall of Monroe

Hi-Lite Fresh Market

Stoneco of Michigan

Schafer Agency

Golf Cart Warehouse

Dale Biniecki

Bakers Gas/Ace Hardware

STAR, Duffey, Zorn Towing & Recovery

Monroe Dodge Chrysler Jeep Superstore

Roberts Spill Response & Restoration

D & P Communications

Pinnacle Eye Care

Knabusch Insurance Service

Groulx GMC

MCA of Monroe

Duke Petting Zoo

Meijer

Village Wealth Management

TLC Community Credit Union

Hampton Inn and Suites – Dundee

Family Medical Center of Michigan

Laura Perry for State Representative

Monroe Community Credit Union

Prince of Peace Lutheran Church

Monroe County Library-Ida Branch

Monroe County 4-H Teen Ambassadors

Monroe County Community College

Innovative Construction & Custom Homes

Senator Emeritus Dale W. Zorn

Sieb Plumbing Heating & Air Conditioning

PROMEDICA-Monroe Regional Hospital

Representative William Bruck

Senator Emeritus Dale W. Zorn

Monroe County 4-H Terra Quest



2025 Entertainment Partners

Banas Lumber and Hardware
UPS Store 4991 – Monroe
Michigan Gas Utilities
Culligan of Ida
Tom's Landscaping & Sod
Corey Welsh Realty
The Original Ida Tavern
Logan Charles Salon
Denniss Portable Toilets
Zorn's Service, Inc
Highway 61
Dundee Golf Club
Mountain Goat Offroad
All Heart Athletics

Ryan's Roofing and Repairs
Visiting Angels
Davey Tree Service
Mannik and Smith Group
Carl's Hide-A-Way
Kinzit Technologies
Monroe Motorsports
Monroe County Radio
Explore Monroe
MPACT/REWIND
Luckey Farmers Inc – Ida Branch
Monroe News
Rescue Towing and Recovery
Monroe Exchange Club

Cumulus - NASH Icon 98.3 – K100
Stevens Disposal & Recycling Service Inc
Your Home Improvement Company/Bath Plant



Christmas in Ida

2026 Board of Directors

Dale W. Zorn
Carl Cramer
Sue Pickens
Mark Matthe
Matt LaVoy
Cody Cooper
Rick Simpson
Kim Wirth
Laurie Knabusch-Sherman
Kim Diven
Josh Stump
Corey Welsh
Cindy Zorn

Cindy Bolley
Holden Turner
Diana Cramer
Lizzie Wirth
Barb Turner
Robin Opfermann
Brittney Bruck

Executive Director
Assistant Executive Director; Downtown Manager
Chairperson, Festival
Treasurer
Chairman, Parade of Lights
Co-chairman, Parade of Lights
Coordinator, Downtown Operations
Chairperson, Ida Public School Craftshow
Chairperson, Prince of Peace Lutheran Church Craft Show
Chairperson, Ida Christmas Mall
Director, Stage Entertainment
Coordinator, Partners Tent and Stage Entertainment
Director, Commemorative Concert;
Coordinator, Artist Hospitality Room
Director, Social Media
Trustee
Trustee
Trustee
Member at Large
Member at Large
Member at Large



For Further Information Contact

Dale Zorn, Executive Director

734-735-0576

Email: dwz@d-pcomm.net

2025 Festival and Parade Photographs can be downloaded free at:

<https://www.dropbox.com/scl/fo/5wefn5xjfj78dmr9yqzba/ANbpy6lkUP4pUOyWhmBl6DE?rlkey=yer6521cfygz0qeipp6bx4bap&st=goz9gy7h&dl=0>

Hope to see you at Christmas in Ida!

Proud Member Michigan Festival and Events Association

