

SPONSORSHIP packages

2025

 CHRISTMAS
in  ROSELAND



318.572.9102



beth@americasrosegardens.org



ChristmasInRoseland.org



8877 Jefferson Paige Rd

OUR HISTORY

Christmas in Roseland celebrates its 42nd year with a festive atmosphere in our bedazzled gardens! Enjoy a stroll through our lighted gardens with giant Christmas Cards created by school children.

Over the years we have added lighted scenes, converted them to LED, added animated scenes, music and dancing lights for visitors to enjoy. Your family can ride the Roseland Express train, take a photo with Santa and roast marshmallows together. Food trucks and adult beverages are available every night. Fireworks displays will be on Saturdays in December and on our final night, December 23.



For 42 years, we have been celebrating Christmas by inviting our community to the rose garden to stroll our pathways and enjoy the lights. It has become a family tradition in the Ark-La-Tex.

33 years ago, Christmas Cards to the Community art program was created to add a unique opportunity highlighting the creative talents of local students. Since that

time, this program has become a cornerstone of our event.

Every year, thousands of visitors enjoy the creativity and beauty shown by area school children. Cash prizes are awarded to the top three designs in elementary, middle and high school divisions, and one best of show. We have also added another opportunity to win - The People's Choice Award.

02

CHRISTMAS in ROSELAND

TICKET PRICING

2025 DATES

December 4th - 7th

December 11th - 14th

December 18th - Concert
(not open to public)

December 19th - 21st

December 22nd & 23rd ENCORE
NIGHTS

VENDOR MARKET:
December 12th - 14th

FRIDAY & SUNDAY:

\$15 each | \$50 Family 4 Pack

\$70 VIP Pack

4 entries + free parking

2 train tickets

2 s'mores

1 Santa photo

SATURDAY & FIREWORK SHOWS:

\$20 each | \$65 Family 4 Pack

\$85 VIP Pack

4 entries + free parking

2 train tickets

2 s'mores

1 Santa photo

ECONOMIC IMPACT 2017-2024

Attendees

89,208

7,434 Average

Regional Reach + Overnight Participation

892 - 127 Average

Local Day Participation

88,316

12,617 Average

Total Event Spending

\$8,424,253

\$1,203,465 Average

Indirect Business Spending

\$3,558,721

\$508,389 Average

Total Business Sales

\$11,982,974

\$1,711,853 Average

The largest fundraiser for the American Rose Center +
volunteer opportunities to for all ages.

03

PRESENTING Sponsor

\$15,000 (Exclusive)

includes:

- 12 VIP Packs + 12 Family 4 Packs (\$2100 value)
- Sponsor logo on printed & digital tickets, event website, signage at event
- Sponsor logo on all promo media (social media, radio, tv, billboards, and print ads)
- Judge our Christmas Cards to the Community
- Host an event at Christmas in Roseland for office/organization holiday party
- Free corporate booth space during the event





04

FIREWORKS sponsor

\$6,000 (4 available)

includes:

- **6 VIP Packs + 6 Family 4 Packs (\$770 value)**
- **Sponsor logo on event website & signage at event**
- **Sponsor logo on promotional media for fireworks show (social media, radio, tv, billboards, and print ads)**
- **Complimentary corporate booth space during the event**





05

SANTA'S WORKSHOP sponsor



\$4,000 (Exclusive)

includes:

- 4 VIP Packs + 4 Family 4 Packs (\$600 value)
- Sponsor logo on event website, & signage at event
- Social media spotlight tagging business.
- Complimentary corporate booth space during the event

\$4,000 (Exclusive)

includes:

- 4 VIP Packs + 4 Family 4 Packs (\$600 value)
- Sponsor logo on event website, & signage at event
- Social media spotlight tagging business.
- Complimentary corporate booth space during the event

includes:

- 4 VIP Packs + 4 Family 4 Packs (\$600 value)
- Sponsor logo on event website, & signage at event
- Social media spotlight tagging business.
- Complimentary corporate booth space during the event



CHRISTMAS CARDS TO THE COMMUNITY sponsor



06

\$2,000 (Exclusive)

S'MORES SPONSOR

- 2 VIP Packs + 2 Family 4 Packs (\$300 value)
- Sponsor logo on event website, signage, S'mores Station, & a sticker on s'mores pack
- Social media spotlight tagging business.
- Complimentary corporate booth space during the event.

TRAIN SPONSOR

- 2 VIP Packs + 2 Family 4 Packs (\$300 value)
- Sponsor logo on event website, signage at train station, & printed on souvenir train ticket Social media spotlight tagging business.
- Complimentary corporate booth space during the event.



\$2,000 (Exclusive)



\$2,000 (Exclusive)

VENDOR VILLAGE SPONSOR

- 2 VIP Packs + 2 Family 4 Packs (\$300 value)
- Sponsor logo on event website, signage, S'mores Station, & a sticker on s'mores pack
- Social media spotlight tagging business.
- Complimentary corporate booth space during the event.



\$1,000 (Unlimited)

includes:

- 1 VIP Pack +
1 Family 4 Pack
- (\$600 value)
- Sponsor logo on event website, & signage at event
- Social media spotlight tagging business.

SPiRiT
sponsor



\$500 (Unlimited)

includes:

- 1 VIP Pack (\$85 value)
- Sponsor logo on event website and signage at event.
- Social media spotlight tagging business.

07



MERRY MAKER
sponsor

SPONSOR FORM

BUSINESS/ORGANIZATION NAME:

CONTACT NAME:

FULL ADDRESS:

PHONE NUMBER:

EMAIL ADDRESS:

WEBSITE URL: :

SOCIAL MEDIA:

SPONSORSHIP CHOICE & AMOUNT:

- ☐ PRESENTING SPONSOR \$15,000 (EXCLUSIVE)
- ☐ FIREWORKS SPONSOR \$6,000 (FOUR AVAILABLE)
- ☐ CHRISTMAS CARDS TO THE COMMUNITY SPONSOR \$3,000
- ☐ SANTA'S WORKSHOP SPONSOR \$4,000 (EXCLUSIVE)
- ☐ CHRISTMAS CARDS TO THE COMMUNITY SPONSOR \$4,000 (EXCLUSIVE)
- ☐ ROSELAND EXPRESS TRAIN SPONSOR \$2,000 (EXCLUSIVE)
- ☐ S'MORES STATION SPONSOR \$2,000 (EXCLUSIVE)
- ☐ VENDOR VILLAGE SPONSOR \$2,000 (EXCLUSIVE)
- ☐ CHRISTMAS SPIRIT SPONSOR \$1,000 (UNLIMITED AVAILABILITY)
- ☐ MERRY MAKER SPONSOR \$500 (UNLIMITED AVAILABILITY)

SIGNATURE:

RETURN FORM & PAYMENT TO: American Rose Society-CIR, 8877 Jefferson Paige Rd., Shreveport, LA 71119
QUESTIONS? please contact Beth Smiley, 318.572.9102, beth@americasrosegardens.org

The American Rose Society is a 501(c)3 educational organization that exists to promote the culture, preservation and appreciation of the Rose, and to improve its standard of excellence for all people, through education and research. The Rose is America's National Floral Emblem. We aspire to be the nation's best source for information, research and education about the rose for our members and for the general public. The American Rose Center, our headquarters home, "America's Rose Garden", features more than 6,000 rose bushes – this translates into more than 400 different types of roses in one place. The grounds also include various sculptures and water features, as well as a playground and picnic area.