



SPONSORSHIP packages 2026

CHRISTMAS
in ROSELAND



318.572.9102



beth@americanrosecenter.org



ChristmasinRoseland.org



8877 Jefferson Paige Rd

OUR HISTORY

Christmas in Roseland celebrates its 43rd 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.

34 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

2026 DATES

Nov. 27, 28, 29
Friday, Saturday, Sunday

Dec. 4, 5, 6
Friday, Saturday, Sunday

Dec. 11, 12, 13
Vendor Market Weekend
Friday, Saturday, Sunday

Dec. 18, 19, 20
Friday, Saturday, Sunday

Dec. 21, 22, 23
Special Encore Nights

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 2025

Attendees

5,500

Jobs Supported - Direct

64

Jobs Supported - Total

79

Local Day Participation

5,346

Local Taxes (Total)

\$31,572.22

Business Sales - Direct

\$735,410.87

Total Business Sales

\$1,043,143.86

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

03

PRESENTING Sponsor

\$25,000 (Exclusive)

includes:

- 15 VIP Packs + 15 Family 4 Packs (\$2100 value)
- Sponsor logo on printed and digital tickets, event website, signage at event, and in all promotional media (social media, radio, tv, billboards, and print ads)
- Opportunity to judge the CIR CCC
- Opportunity to have an event at Christmas in Roseland for office/organization holiday party
- Complimentary corporate booth space during the event





FIREWORKS sponsor

\$6,000 (4 available)



includes:

- 6 VIP Packs + 6 Family 4 Packs (\$770 value)
 - Sponsor logo on event website, signage at event, and in 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



CHRISTMAS CARDS TO THE COMMUNITY sponsor



06

\$2,000 (Exclusive)

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.



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.

\$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
- (\$150 value)
- Sponsor logo on
event website, &
signage at event
- Social media
spotlight tagging
business.

Christmas **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 \$25,000 (EXCLUSIVE)
- ☐ FIREWORKS SPONSOR \$6,000 (FOUR AVAILABLE)
- ☐ 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@americanrosecenter.org

The American Rose Center is a 501(c)3 educational organization that operates "America's Rose Garden," the nation's largest park featuring roses. This beautiful garden is a place of peace and serenity, with collections of trees and shrubs, sculptures and water features. We are the home of the Rose, America's National Floral Emblem. "America's Rose Garden" is located at 8877 Jefferson Paige Road in Shreveport, Louisiana. Please visit www.americanrosecenter.org or follow us on social media for more information.