



CASTLE ROCK
CHAMBER



The annual ceremony of the lighting of the star on top of Castle Rock is a community tradition that occurs the Saturday before Thanksgiving, dating back to 1936. Ongoing festivities include strolling carolers, dance groups and other live entertainment on every corner in Downtown Castle Rock.



November 21, 2026



2:00pm - 6:00pm



Historic Wilcox Square
Downtown Castle Rock
& Festival Park



48,000+ attendees from
Castle Rock, Douglas
County and beyond!

Starlighting

Sponsorship Levels

Platinum Sponsor - \$10,000

- Business representative to address the crowd with remarks and event script
- Business name included in stage announcements during the event
- Logo recognition on Main Stage
- Logo recognition in all marketing collateral and on Starlighting event webpage
- Business name on a holiday wreath hung in downtown Castle Rock prior to Starlighting through mid-January

Santa Claus & Mrs. Claus in the Park - \$5,000

- 10x10 space provided close to Santa during event (sponsor provides tent, table, and chairs)
- Logo recognition on Santa Signage
- Logo recognition in all marketing collateral on Starlighting event webpage

Stage Sponsor - \$4,000

- Logo recognition on sponsored stage
- Business name included in stage announcements during the event
- Logo recognition in all marketing collateral and on Starlighting event webpage
- Business name on a holiday wreath hung in downtown Castle Rock prior to Starlighting through mid-January



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Starlighting

Transportation Sponsor- \$3,000

- Transportation Locations: Meadows subdivision, DC Fairgrounds, or DC High School
- Logo recognition on Shuttle Stop Signage
- Logo recognition in all marketing collateral and on Starlighting event webpage
- Business name on a holiday wreath hung in downtown Castle Rock from before Starlighting through mid-January

Hot Chocolate Sponsor - \$2,500

- Premium location with 10x10 space provided during event (sponsor provides tent and banner)
- Logo recognition in all marketing collateral and on Starlighting event webpage
- Business name on a holiday wreath hung in downtown Castle Rock from before Starlighting through mid-January

Kids Zone Sponsor - \$3,000

- 10x10 space provided during event (sponsor provides tent and banner)
- Logo recognition on signage in Kids Zone area
- Logo recognition in all marketing collateral and on Starlighting event webpage
- Business name on a holiday wreath hung in downtown Castle Rock prior to Starlighting through mid-January

Candle Sponsor - \$2,100

- Logo recognition on a portion of Chamber sponsored LED candles distributed at event
- Logo recognition in all marketing collateral and on Starlighting event webpage

Mug Sponsor - \$2,100

- Logo recognition on a portion of Chamber purchased insulated mugs distributed during event
- Logo recognition in all marketing collateral and on Starlighting event webpage

Coffee Cup Sleeve Sponsor - \$1,500

- Logo recognition on coffee cup sleeves distributed in Castle Rock during October and November (partnership with local coffee shops)
- Logo recognition in all marketing collateral and on Starlighting event webpage

Bronze Sponsor - \$1,300

- 10x10 space provided during event (sponsor provides tent and banner)
- Logo recognition in all marketing collateral and on Starlighting event webpage
- Wreaths available for additional \$500