

KRAMPUSNACHT

SPONSOR OPPORTUNITY

12.5.2026



A POWERFUL PARTNERSHIP

Old Town celebrates creativity and the nutty fun of Old Bavaria with this free and family-friendly event with Krampus and St. Nicholas partnering to reward good kids and punish the naughty with a Krampus parade, holiday market, live music, kids' activities and more!

OUR AUDIENCE

13,000+
Attendance in
2025 (20K
expected in 2026)


Visitors from
throughout
Michigan and
beyond


2nd largest
Krampus event in
the country

WHY SUPPORT KRAMPUSNACHT


Reach tens of
thousands of loyal
attendees


Support local
business


Make a lasting
impact in your
community



BECOME A
SPONSOR TODAY

 iloveoldtown.org |   @oldtownlansing

 517.485.4283 |  oldtown@oldtownmainstreet.org

SPONSOR LEVELS

**Krampuslauf
(Krampus
Parade)**
\$15,000
(1 Available)

- Official named sponsor of the 2026 Krampusnacht
- 2026 Parade/Lauf Marshal
- Logo on parade banner leading the parade
- Signage on Main Stage
- Opportunity to provide giveaways
- Video coverage
- Exclusivity for top sponsorship levels
- Top billing with logo prominently displayed on print media
- Logo on website with hyperlink for 6 months
- Individual tagged social media recognition post

King Krampus
\$10,000
(2 Available)

- Opportunity to provide King Krampus award
- Video coverage
- Exclusivity for top sponsorship levels
- Logo on print media
- Logo on website with hyperlink for 6 months
- Individual tagged social media recognition post

St. Nick's Sweets
\$7,500
(3 Available)

- Opportunity to be listed on candy bags and in kids events
- Logo on select print media
- Logo on website with hyperlink for 6 months
- Individual tagged social media recognition post

**Krampus'
Flames**
\$5,000

- Recognition during fire dancing performance
- Logo on select print media
- Logo on website with hyperlink for 6 months
- Individual tagged social media recognition post

Krampus' Basket
\$2,500

- Name on select print media
- Logo on website with hyperlink for 6 months
- Individual tagged social media recognition post

Krampus' Horns
\$1,000

- Name on select print media
- Logo on website with hyperlink for 6 months
- Grouped social media recognition post

Krampus' Rute
\$500

- Name on website with hyperlink for 6 months
- Grouped social media recognition post

Belsnickel
\$100

- Name on website for 6 months