

## RFP EXECUTIVE SUMMARY

# Holiday Express Title Sponsor



**Holiday Express**  
RALEIGH, NC

### **The City of Raleigh (COR) is soliciting proposals for the following:**

A title sponsor for the 2025 Holiday Express event at Pullen Park, December 2-18. The multi-night event offers holiday lights and displays, a holiday train, carousel rides, crafts, a visit with Santa, and other activations. The title sponsor involves providing a financial donation to the City of Raleigh, Parks and Recreation Department. Proposals that have a financial investment valued at \$35,000 or above will receive serious consideration.

### **About Holiday Express:**

Holiday Express, hosted by the Raleigh Parks, Recreation and Cultural Resources Department in partnership with Crabtree Rotary, has become a beloved tradition for families throughout Raleigh and the Triangle region. Each year, the event is enjoyed by over 35,000 people and runs for 17 nights at historic Pullen Park. Over 37,910 tickets are available this year and expected to sell out quickly, making this the largest Holiday Express ever produced.

### **Title Sponsorship Includes:**

- Receive recognition through signage during the festival
- Be highlighted through our social media channels

- (47,000 web users, 18,000 Facebook followers, 19,000 X followers, and 21,000 Instagram followers).
- Social media coverage between early October and mid-December
- Additional activations can be requested in the proposal

### **Why You Should Apply to be the Title Sponsor:**

Be the organization that helps to bring joy, fun, and new memories to children and families across the Triangle region. Sponsoring will increase your brand awareness and connect you to over 35,000 residents and visitors during the December holiday season. Title sponsor funds will be used to support costs for the event, ongoing amenities at Pullen Park, and the financial assistance program, which helps under-resourced families enjoy activities, camps, and more.

For complete information and proposal guidelines, please refer to the RFP posted on the North Carolina Electronic Vendor Portal (eVP) at [evp.nc.gov](http://evp.nc.gov). To submit your proposal, visit [evp.nc.gov/solicitations](http://evp.nc.gov/solicitations) and use search terms "Title Sponsorship." The proposal deadline is August 8, 2025.

Questions related to this RFP may be submitted via email to Darrell Kain at [Darrell.Kain@raleighnc.gov](mailto:Darrell.Kain@raleighnc.gov).

[raleighnc.gov/parks](http://raleighnc.gov/parks)



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