



**Shine Bright!**

**See Your Name in Lights at the  
29th Annual Winter Wonderland**

**November 25 - December 31, 2026**

Thank you to our presenting sponsor:



Winter Wonderland, a beloved drive-thru holiday light display, is TARC, Inc.'s largest annual fundraiser in Topeka, Kansas. Since its debut in 1998, this cherished holiday tradition has delighted thousands of families with dazzling LED light displays, animated scenes, and unforgettable holiday magic.

Each year, nearly 9,000 vehicles make their way through the sparkling wonderland at Lake Shawnee Campground, where guests are invited to enjoy the experience with a suggested donation of \$10 per vehicle. Winter Wonderland continues to shine brightly thanks to the generosity of community partners and sponsors who help bring the event to life.

By sponsoring Winter Wonderland, you play an important role in supporting TARC's vital programs and services for individuals and families in our community. Together, we can make this year's display more magical, more memorable, and brighter than ever before.

**SPONSORSHIP OPPORTUNITIES**

**\$10,000 | STAR LIGHTER\***

- Custom-designed LED-lit display
- Name utilized in promo efforts
- Logo on materials and website
- Social media acknowledgment

**\$6,000 | TREE TOPPER\***

- Custom-designed LED-lit display
- Logo on materials and website
- Social media acknowledgment

**\$3,500 | LAMP LIGHTER\***

- Custom-designed LED-lit display
- Name on website
- Social media acknowledgment

**\*Premier Sponsor Levels (above): Includes a custom-designed LED-lit display on sponsorship row.**  
Requires a 3-year commitment to assist in covering signage expenses.

**\$2,500 | RAZZLE DAZZLE\*\***

- Logo featured on 7,500 glasses
- Name on website
- Social media acknowledgment

**\$1,000 | BELL RINGER**

- Name on 24"x 28" spotlighted sign
- Name on website
- Social media acknowledgment

**\$600 | HOLIDAY HELPER**

- Name on spotlighted group sign
- Name on website

**EXCLUSIVE VIP NIGHT!**

***Magic on a Monday or Tuesday\*\****

Looking for a unique and fun holiday get-together for employees or clients?

Host an exclusive night at Winter Wonderland, closed to the public!

Reserve a Monday or Tuesday from 6-8pm and invite guests to drive-thru.

\$1,500 | Dates available (reserved in order of request): ~~11/30~~, ~~12/01~~, ~~12/07~~, 12/08, ~~12/14~~, 12/15

**To reserve a date, contact Grace Lindman: [winterwonderlandtopeka@tarcinc.org](mailto:winterwonderlandtopeka@tarcinc.org) / (785) 506-8646**

**Please complete the agreement on the next page.**



# 2026 Winter Wonderland

## Sponsor Agreement

November 25 - December 31, 2026

### Sponsor Information

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Name as it should appear on Signage: \_\_\_\_\_

*If sponsorship includes logo placement, please email to [winterwonderlandtopeka@tarcinc.org](mailto:winterwonderlandtopeka@tarcinc.org)*

Would you like to be contacted about coordinating a group of employees to volunteer an evening at Winter Wonderland?  Yes  No

### Please mark Sponsorship Level:

- Star Lighter Sponsor (\$10,000)\*
- Tree Topper Sponsor (\$6,000)\*
- Lamp Lighter Sponsor (\$3,500)\*
- Razzle Dazzle Glasses Sponsor (\$2,500)\*\*
- Bell Ringer Sponsor (\$1,000)
- Holiday Helper Sponsor (\$600)
- Magic on a Monday or Tuesday (\$1,500)\*\*

*\*Premier lighted sign sponsorships require a 3-year commitment to assist in signage expenses.*

*\*\*Limited sponsorships available*

Sponsorship agreements received after **August 28, 2026**, are not guaranteed new custom signage specific to Star Lighter, Tree Topper, and Lamp Lighter.

### Payment (make check payable to TARC, Inc.):

- Check is enclosed.     I am mailing a check.     Please send me an invoice.

### Mail to:

TARC Development  
2701 SW Randolph Ave.  
Topeka, KS 66611

### Email to:

[winterwonderlandtopeka@tarcinc.org](mailto:winterwonderlandtopeka@tarcinc.org)



**Thank you for your generous support of TARC's programs and services!**

Questions? Contact Grace Lindman: [winterwonderlandtopeka@tarcinc.org](mailto:winterwonderlandtopeka@tarcinc.org) | (785) 506-8646  
[www.WinterWonderlandTopeka.com](http://www.WinterWonderlandTopeka.com) | [www.TARCInc.org](http://www.TARCInc.org)