ABOUT LIGHT UP NOMA

Light Up NOMA is an annual event that celebrates the rich tradition of the holidays and diverse businesses and neighborhood culture on N. Main Street in the NOMA District. This event celebrates the culture, beauty and spiritual essence of the N. Main Street community and the best place to be in Columbia during the holiday season.

ABOUT THE NOMA DISTRICT

NOMA is a growing destination within the City of Columbia and attracts residents from all around the Midlands. The NOMA Business Association's mission is to support the N. Main Street revitalization movement while rebranding their slice of Columbia and highlighting a community rich in growth and prosperity. With the support of other business districts in Columbia and the surrounding neighborhoods, the Association strives to excel NOMA into the future while preserving its unique history and culture.

SCHEDULE OF EVENTS

BREAKFAST WITH SANTA CLAUS / 8AM-10AM

Grace Christian Church I 5010 Monticello Road
Tickets - $5 Kids 2-10; $10 Kids 13+ and Adults
Join us for a magical morning of fun and festive cheer that includes breakfast, photos with Santa Claus, holiday crafts and an ugly sweater contest!

LIGHT UP NOMA PARADE / 11AM-1PM

Start - Ridgeway Street at Monticello Road I End - Monticello Road at N. Main Street
Join us at the Light Up NOMA Parade for a 1-mile-long celebration of community spirit filled with marching bands, dance troupes, colorful floats, live music and Santa Claus! !

HOLIDAY MARKET / 10AM-3PM

Leroy Moss Multipurpose Center I Hyatt Park I 950 Jackson Avenue
Get your presents at the Holiday Market where you will discover unique gifts, taste delicious treats and experience the warmth of the NOMA community! Santa Claus will also be on hand from 1pm-3pm for FREE pictures, live entertainment and a fashion show featuring Ashley Stewart designs, too!

NEIGHBORHOOD HOLIDAY SHOWCASE / 11AM-3PM

Eau Claire Print Building I 3907 Ensor Avenue
The neighborhoods of the NOMA District will be battling for the best decorated Christmas tree or wreath. Vote for your favorite as you peruse their beautifully decorated greenery!

NOMA COOKIE CRAWL / 3PM-6PM

Various Locations Along N. Main Street
Tickets - $20; $35 VIP
The NOMA Cookie Crawl will feature a myriad of the NOMA merchants as "cookie stops" where you will take your professionally designed cookie tin to collect them all! You will also be able to enjoy retail specials, tasty treats and other holiday delights. The event will culminate with the annual NOMA tree lighting!

SPONSORSHIPS AVAILABLE

MAIN TITLE SPONSOR

$10,000

1 AVAILABLE

Sponsor can speak on-stage at the event

Name mention on-stage at the event

Logo on all cookie tins for the Cookie Crawl

Logo on all marketing collateral and media buys (if applicable)

Logo and hyperlink listed on event page on NOMAColumbia.com

Name and logo (where applicable) on NOMA social media posts and event listing

Ten (10) Breakfast with Santa Claus entries

One (1) complimentary Light Up NOMA Parade entry

One (1) 10x10 booth space at the Holiday Market

Twenty (20) NOMA Cookie Crawl VIP tickets

NOMA COOKIE CRAWL SPONSOR

$2,500

1 AVAILABLE

Logo on all marketing collateral and select media buys (if applicable)

Logo and hyperlink listed on event page on NOMAColumbia.com

Name and logo (where applicable) on NOMA social media posts and event listing

Name mention at the NOMA Tree Lighting (location TBD)

Two (2) Breakfast with Santa Claus entries

One (1) complimentary Light Up NOMA Parade entry

One (1) 10x10 booth space at the Holiday Market

Four (4) NOMA Cookie Crawl VIP tickets

BREAKFAST WITH SANTA CLAUS SPONSOR

$1,000

Name and hyperlink listed on event page on NOMAColumbia.com

Name listing on NOMA social media posts and event listing

Ten (10) Breakfast with Santa Claus entries

One (1) 10x10 booth space at the Holiday Market

Two (2) NOMA Cookie Crawl tickets

LIGHT UP NOMA PARADE SPONSOR

$1,000

Name and hyperlink listed on event page on NOMAColumbia.com

Name listing on NOMA social media posts and event listing

One (1) complimentary Light Up NOMA Parade entry

Two (2) NOMA Cookie Crawl tickets

Two (2) Breakfast with Santa Claus entries

If you have any questions, feel free to contact Sabrina Edwards at 803.900.2664 or Edna Samuel at 803.629.6789.