



2026

SPONSORSHIP *Program*

Learn more about becoming a Schellville Sponsor and the
benefits of each sponsorship level for the 2026 season!

Our Purpose

In 2017, we dreamt of a magical Christmas Lane, Schellville, to embody Schell Brothers' mission of happiness and spread holiday cheer to our local community. Since then, Schellville has expanded to 5.5 acres of holiday enchantment that delights hundreds of thousands of guests each season. In order to ensure that Schellville continues to be absolutely FREE during Christmas, we are inviting our community businesses to secure sponsorships!

Sponsoring Schellville offers a unique opportunity for your company to be part of a beloved holiday tradition, attracting over 750,000 guests since 2021 to its magical 5.5-acre site. This popular, free holiday village features a roller rink, sled hill, Christmas Lane with 25 little homes, a train ride, live music, an artisan market, various food and bar offerings, all illuminated by thousands of holiday lights and a thousand live Christmas trees. Your support not only helps cover the nightly operating expenses of approximately \$35,000, but also can help with our planned capital improvements of additional parking, a new stage, and a proposed permanent structure in place of our Hospitality Tent. This festive destination for families will enhance visibility and goodwill for your brand. We invite you to be a part of the magic that is Schellville in 2026.



Sponsorship Levels

FRIEND OF SCHELLVILLE SPONSOR

\$1,000

- 1 Golden Ticket – VIP entry, skip the line, for up to 6 people per pass (passes are one time use)
- 6 Hot Cocoa tickets
- Listing on website

SANTA'S ELF SPONSOR

\$2,000

- 2 Golden Ticket – VIP entry, skip the line, for up to 6 people per pass (passes are one time use)
- 12 Hot Cocoa tickets
- Listing on website



BRONZE ORNAMENT SPONSOR

\$5,000

- **2 Season Passes – VIP EARLY** entry at 4:30pm for up to **6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa**
- Listing on website
- Digital and in-venue signage*

SILVER BELL SPONSOR

\$10,000

- **4 Season Passes – VIP EARLY** entry at 4:30pm for up to **6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa**
- 1 designated VIP parking spot at entrance to the village*
- Listing on website
- Digital and in-venue signage*



GOLD RING SPONSOR

\$15,000

- **6 Season Passes – VIP EARLY** entry at 4:30pm for up to **6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa**
- **1 night sponsorship** with shout outs from the band and on Schellville social media pages*
- **Exclusive access to The Cove, a VIP heated space in the village, with an up to \$500 food and beverage package for one night***
- 1 designated VIP parking spot at entrance to the village*
- Listing on website
- Digital and in-venue signage*



DIAMOND TINSEL SPONSOR

\$25,000

- **8 Season Passes – VIP EARLY entry at 4:30pm for up to 6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa**
- **1 weekend sponsorship (Friday – Sunday) with shout outs from the band and on Schellville social media pages***
- **Exclusive access to The Cove, a VIP heated space in the village, with an up to \$500 food and beverage package for 2 nights***

- **2 designated VIP parking spots at entrance to the village***
- **1 \$200 voucher for the Schellville Shop***
- Listing on website
- Digital and in-venue signage



PLATINUM STAR SPONSOR

\$50,000

- **10 Season Passes – VIP EARLY entry at 4:30pm for up to 6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa**
- **1 week sponsorship (Monday – Sunday) with shout outs from the band and on Schellville social media pages***
- **Exclusive access to The Cove, a VIP heated space in the village, with an up to \$500 food and beverage package for 2 nights***

- **3 designated VIP parking spots at entrance to the village***
- **1 \$200 voucher for the Schellville Shop**
- **1 night rental of our VIP Lodge in the tree maze with up to \$1k food & beverage package for a specific designated night during your week sponsorship***
- Listing on website
- Digital and in-venue signage

Sponsor a Location in the Village

SNOW ZONE SPONSOR

(1 AVAILABLE)

\$20,000

- **6 Season Passes – VIP EARLY entry at 4:30pm for up to 6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa**
- **1 night sponsorship with shout outs from the band and on Schellville social media pages***
- **Exclusive access to The Cove, a VIP heated space in the village, with an up to \$500 food and beverage package for one night***
- **1 designated VIP parking spot at entrance to the village**
- Listing on website
- Digital and in-venue signage
- 15-30 second video clip of your company in Schellville promoting your sponsored location



SKATE RINK SPONSOR

(1 AVAILABLE)

\$20,000

- **6 Season Passes – VIP EARLY** entry at 4:30pm for up to 6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa
- **1 night sponsorship** with shout outs from the band and on Schellville social media pages*
- **Exclusive access to The Cove**, a VIP heated space in the village, with an up to \$500 food and beverage package for one night*
- **1 designated VIP parking spot** at entrance to the village
- Listing on website
- Digital and in-venue signage
- 15-30 second video clip of your company in Schellville promoting your sponsored location



GRINCH'S LAIR SPONSOR

(1 Available)

\$20,000

- **6 Season Passes – VIP EARLY** entry at 4:30pm for up to 6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa
- **1 night sponsorship** with shout outs from the band and on Schellville social media pages*
- **Exclusive access to The Cove**, a VIP heated space in the village, with an up to \$500 food and beverage package for one night*
- **1 designated VIP parking spot** at entrance to the village
- Listing on website
- Digital and in-venue signage
- 15-30 second video clip of your company in Schellville promoting your sponsored location

SLED HILL SPONSOR

(1 Available)

\$20,000

- **6 Season Passes – VIP EARLY** entry at 4:30pm for up to 6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa
- **1 night sponsorship** with shout outs from the band and on Schellville social media pages*
- **Exclusive access to The Cove**, a VIP heated space in the village, with an up to \$500 food and beverage package for one night*
- **1 designated VIP parking spot** at entrance to the village
- Listing on website
- Digital and in-venue signage
- 15-30 second video clip of your company in Schellville promoting your sponsored location





CHRISTMAS TREE SPONSOR

(3 AVAILABLE)

\$33,000

- **8 Season Passes – VIP EARLY entry at 4:30pm for up to 6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa**
- **1 weekend sponsorship (Friday - Sunday) with shout outs from the band and on Schellville social media pages**
- **Exclusive access to The Cove, a VIP heated space in the village, with an up to \$500 food and beverage package for 2 nights***
- **2 designated VIP parking spots at entrance to the village***
- 1 \$200 voucher for the Schellville Shop*
- Listing on website
- Digital and in-venue signage
- 15-30 second video clip of your company in Schellville promoting your sponsored location



BAND SPONSOR

(1 AVAILABLE)

\$75,000

- **8 Season Passes – VIP EARLY entry at 4:30pm for up to 6 people per pass, 10% off at Schellville bars, snack shacks, Schellville Shop & unlimited hot cocoa**
- **1 week sponsorship (Monday – Sunday) with shout outs from the band and on Schellville social media pages**
- **Exclusive access to The Cove, a VIP heated space in the village, with an up to \$500 food and beverage package for 2 nights***
- **3 designated VIP parking spots at entrance to the village***
- 1 \$200 voucher for the Schellville Shop
- 1 night rental of our VIP Lodge in the tree maze with up to \$1K food & beverage package for a specific designated night during your week sponsorship*
- Listing on website
- Digital and in-venue signage
- 15-30 second video clip of your company in Schellville promoting your sponsored location



For more information, please contact

Sheena Vanderhook: sheena@schellbrothersfoundation.com

The Schell Brothers Foundation is a 501(c)(3) nonprofit organization and donations may be tax deductible.

A copy of our current financial statement is available upon request by contacting Schell Brothers at:

20184 Phillips Street
Rehoboth Beach, DE 19971
(302) 226-1994

Documents and information submitted to the state of Delaware under Delaware Charitable Solicitations Act are available from the Office of the Secretary of State for the cost of copying and postage.



Sponsor Code of Conduct

As a sponsor of Schellville during the 2026 season, I agree to and will abide by the following policies as a contributor and patron:

1. I agree that I will not divide the contribution towards a sponsorship with individual(s) beyond my household or company. Sponsor benefits are restricted to my immediate family (individual sponsorship) or company (corporate sponsorship).
2. I agree to not re-sell any tickets that I purchase for a profit. Schellville reserves the right to refuse, cancel, or revoke services, sponsor benefits and tickets for those suspected of violating our ticket resale policy.
3. As a patron and ticket buyer, I agree to comply with all house and venue policies of Schellville and understand that my sponsor benefits may be revoked if any of these policies are violated.
4. Schellville welcomes all to enjoy a memorable & magical holiday experience. I agree to uphold the values of The Schell Brothers Foundation, and thus will treat all individuals, including volunteers, staff, artisans and fellow guests, with respect and kindness.



*Become a
sponsor today!*



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