



SANTA MARIA FAIRPARK
FESTIVAL OF LIGHTS
&
JINGLE MINGLE
HOLIDAY MARKET

Dear Valued Community Member/Business,

We all remember the summer lights of the Fair and have missed them terribly this year, and because we could not share that this year with the community, we are going to show everyone another way to light up the Fairpark – Holiday style! We would love for you all to join us, below are various ways on how you can get involved!

On December 4-6, 2020, The Santa Maria Fairpark and the Santa Maria Fairpark Foundation will be hosting its inaugural Festival of Lights Holiday Event and second annual Jingle Mingle Holiday Market, along with Food trucks – fair themed of course - a live Mr. and Mrs. Claus and thousands of lights. This is a 2 day and 3-night event, expected to bring in hundreds of people!

The Festival of Lights will be a drive-thru event along the paths and roadways of the fairgrounds that we have all traveled many times on foot over the years. We will be working with local businesses and organizations such as yourselves to turn the Fairgrounds into a “winter wonderland”. Each ticket holder will receive an activity book full of different activities along with sponsor ads and the food menus for the fair food trucks that will be located in the parking lot at the end of the Festival of Lights drive. To sign up as an outdoor exhibitor please click [here](#)!

The Jingle Mingle Holiday Market is an amazing craft fair showcasing local artists and crafters. While pairing this year with the Santa Maria Fairpark Festival of Lights Event, we are sure to bring in hundreds of shoppers. This is the perfect opportunity to shop local and discover unique gifts for holiday gift giving and a great way to support the artisans in our community. If you are interested in becoming a Jingle Mingle Vendor please click [here](#).

In order to make this event as successful as it can be, it takes a village! We are looking to the local businesses in our community that would like to take part in helping to bring this exciting event to life. We would love to partner with you or your business to support the Fairpark and provide an event for our community. We have amazing and creative sponsorship opportunities. If you are interested in becoming a sponsor please click [here](#).

So, let us light up the Fairgrounds together and create an unforgettable experience for the Santa Maria Valley Community to kick off the Holiday Season right, with some bright lights, fair food, Santa Claus, shopping, and friends!

Please click [here](#) to get involved. We hope to start working with you all soon!

Wishing you Happy Holidays!