



Holidays
IN
THE Village
A European Marketplace

Holidays in the Village

A European Marketplace

The Rotary Club of Westlake Village has created an authentic European winter festival called Holidays in the Village, a European Marketplace for our community. This event has become a tradition. A tradition that attracted over 14,000+ visitors in 2025, comprised of families of all ages, stretching from all over Ventura County and Los Angeles County.

Highlights included:

- 60 Artisan Vendors offering uniquely crafted gifts
- Traditional European Food & Beverages
- Glühwein & specialty crafted brews
- Kris Kringle's Village & seasonal family entertainment
- Holiday Fun & Village Train - fun for the kids
- Expanding to 2 days in 2026





Why Sponsor Holidays in the Village?

Your support helps create a warm & festive experience for our community. *Sponsors of Holidays in the Village* gain high-visibility brand exposure at one of the region's premier holiday events.

Join us — Our Reach is Expanding

25,000+ Attendees

2026 Projected

25,000+ Website Views

400,000+ Advertising Reach

100+ Partners

290,000+ Social Media Reach

1M+ potential reach with artisan Vendors

15,000+ Email Reach

Trending—Regional Exposure

In 2025, @mustdolosangeles — a major LA lifestyle account — featured HITV unprompted on TikTok and Instagram, calling it a must-visit holiday destination just 45 minutes from Los Angeles.

17.1K Likes | **29.5K Saves** | **229 Comments** | **104 Shares**



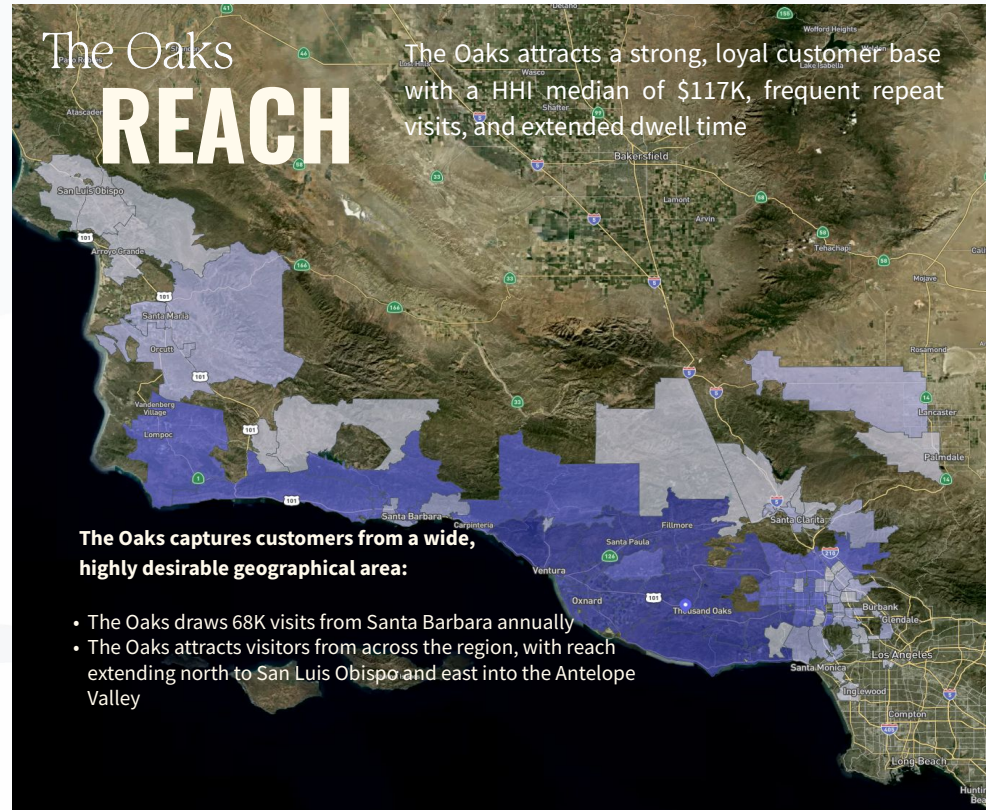
The Oaks Reach—Sponsorship Added Value

	2025	2024	YOY % Variance
Total Property Event Day Visits	48,968	35,803	+37%
Event Visits	14,000+	8,000	+63%

THE OAKS CENTER TRAFFIC & INSIGHTS

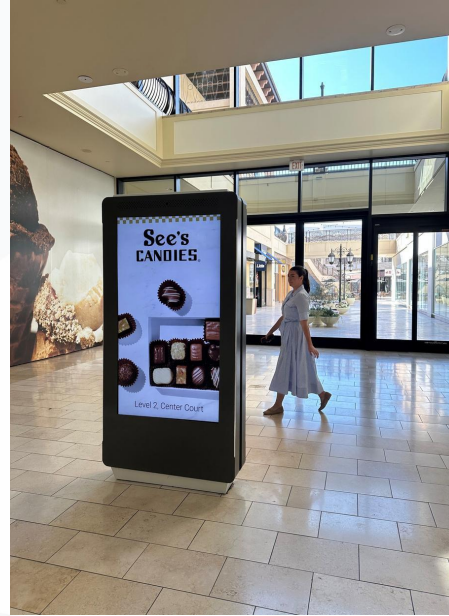
- Center traffic was up +37% YOY for the 2025 event from the prior year, 2026 will introduce a two-day event with traffic further anticipated to grow
- Over 13,000 people come through the event gates, with 10% of total daily visits for center coming from over 30 miles (4,897 out-of-town guests)

Population	473,787
Household Median Income	\$117,448



The Oaks—Large Format Screens

The Oaks



DIGITAL DIRECTORY SCREENS

- Located in Center Court, outside Nordstrom, Zara, Cheesecake Factory, and Wood Ranch
- Double-sided, spinning LED Screen
- Video & static capable, 10 second spots on a 2 min loop
- Specs: 528 (w) x 768 (h) pixels

- 6 high impact digital ad screens,
- on the rear face of center directories
- Video or static content,
- 10 second spots on a 2 min loop
- Specs: 1080 (w) x 1920 (h) pixels

SPONSORSHIP OPPORTUNITIES & ADDED VALUE X THE OAKS



The Oaks – MARKETING REACH

The Oaks

Celebrate the most wonderful time of the year with Santa visits, holiday finds, and community cheer that make the season shine



PHOTOS WITH SANTA

Celebrate the wonder of the holidays with a timeless photo with Santa

GET DETAILS

LITTLE OAKS HOLIDAY MAGIC

Celebrate the season with creative crafts, merry storytimes, and plenty of holiday cheer!

GET DETAILS



HOLIDAYS IN THE VILLAGE

Shop, sip, and celebrate the season at the 4th Annual Holidays in the Village, a European marketplace

GET DETAILS



FESTIVAL OF TREES

Discover the 10th Annual Festival of Trees presented by Hospice of the Conejo

GET DETAILS



EMAIL

- 30,000+ Subscribers
- Image: 600px x 600px
- Copy: 120–150 characters max

WEBSITE EVENT PAGE

- 10 Week Impressions (Sept - Dec) = ____

SOCIAL MEDIA

- Facebook Followers: 17,000
- Instagram Followers: 4,300

SPONSORSHIP OPPORTUNITIES & ADDED VALUE X THE OAKS

Little Oaks Live! ft The BeatBuds

May 7th: 11:00 am - 12:00 pm | Little Oaks Kids Club | Level 1 near Hallmark



Join us for Little Oaks Live! featuring an interactive performance by The Beat Buds, known for their playful upbeat songs that encourage kids to sing along, dance freely, and get moving.

This joyful live music experience is designed to spark creativity, support early development, and create meaningful moments for families to enjoy together.

- Date: Thursday, May 7
- Time: 11AM - 12PM
- Location: Level 1 near Hallmark
- Free to attend - [SOLD HERE](#)

Follow [@ShopTheOaks](#) and check back monthly for updated event themes.

Please note: Photography and/or videography may take place during this event. By attending, you consent to image being used by The Oaks for marketing and promotional purposes.

Connect • Share



The Oaks

105 followers • 105 following

The Oaks is where community connection and commerce come together. With kids design, welcoming spaces, and family-friendly amenities, it's a place to bring ideas and gifts where everyone connects and enjoys holiday magic.

• Shopping Mall

• [ShopTheOaks](#)

• [@ShopTheOaks](#)

• [@TheOaks](#)

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The Oaks

3,274 posts

4,365 followers

333 following

Shopping & retail

• Thousand Oaks, CA

• 1904 Shops & Restaurants

• Mon-Sat: 10am-8pm, Sun: 11am-7pm

• 350 West Hillcrest Drive, Thousand Oaks, California

• [www.shoptheoaksmall.com](#) and 1 more



Followed by [cheney1287](#), [mrs_katecarter](#) and 19 others

Following

Message

Call



What's New

Little Oaks

Events

Shopping

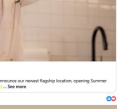
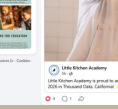
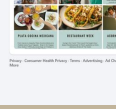
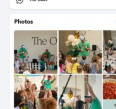
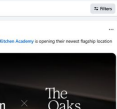
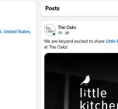
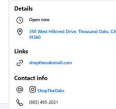
Dining

More



The Oaks

THE NEXT CHAPTER STARTS NOW



EXCLUSIVE SPONSORSHIP LEVELS AT A GLANCE

Key Benefits	Sponsorship Tier	Brand Investment	Oaks Added Value	Exclusivity	Oaks Added Value
Event naming rights, dominant branding, entry/exit signage, premium activation space, full marketing + social media exposure	Premier Title	\$45,000	<ul style="list-style-type: none"> •Dedicated :10 second Ad Placement: 6 weeks on 6 digital screens •Dedicated :10 second Ad Placement: 4 weeks on Grand Spectacular •The Oaks Digital Assets: Website, Email, Facebook, & Instagram 	Exclusive	\$22,500
Marketplace naming rights, branding across vendor facades, entry/exit signage, stage mentions, website & social exposure	European Marketplace	\$25,000	<ul style="list-style-type: none"> •Dedicated :10 second Ad Placement: 4 weeks on 6 digital screens •The Oaks Digital Assets: Website, Email, Facebook, & Instagram 	Exclusive	\$10,000
Area naming rights, stage signage, logo on marketing materials, social media recognition, high exposure	Festive Garden	\$15,000	<ul style="list-style-type: none"> •Dedicated :10 second Ad Placement: 4 weeks on 4 digital screens •The Oaks Digital Assets: Website, Email, Facebook, & Instagram 	Exclusive	\$7,500
Family area naming rights, on-site signage, optional booth presence, website & social recognition	Kris Kringle Village	\$12,500	<ul style="list-style-type: none"> •Dedicated :10 second Ad Placement: 4 weeks on 6 digital screens •The Oaks Digital Assets: Website, Email, Facebook, & Instagram 	Exclusive	\$5,000

Premier Title Sponsor

\$45,000 - Exclusive Opportunity

The single most visible and prestigious position at Holidays in the Village

Ownership & Branding

- Exclusive designation as “Holidays in the Village sponsored by [Sponsor Name]”
- Naming integrated across ALL marketing, media, and signage

Dominant On-Site Presence

- Primary entrance branding takeover (everyone sees it)
- Largest logo placement across the event footprint
- Branded photo moment or landmark installation (high social sharing)

Audience Engagement

- Premium activation space (priority location)
- Opportunity to create an interactive brand experience

Media & Exposure

- Featured in all digital campaigns, email, social media, Hyperlinked logo on the event website
- Dedicated sponsor spotlight content
- Inclusion in PR, media mentions, and broadcast coverage



The Oaks Sponsorship Added Value:

On-Site Digital Network: \$19,750 In-Kind Value

- Dedicated :10 second Ad Placement: 6 weeks on 6 digital screens
- Dedicated :10 second Ad Placement: 4 weeks on Grand Spectacular

The Oaks Digital Assets: \$2,500 In-Kind Value

- Website: Logo placement on Holidays in the Village event listing
- The Oaks Email: 30,000+ Subscribers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” email
- The Oaks Facebook: 17,000 Followers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” Facebook post
- The Oaks Instagram Story: 4,300+ Followers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” Instagram post

Total In-Kind Value: \$22,250

The Oaks

European Marketplace Sponsor

\$25,000 - Exclusive Opportunity

Own the highest-traffic and longest-dwell area of the entire event.

Total Marketplace Branding

- Your brand integrated across vendor facades
- Recognition as the official European Marketplace Sponsor

Guaranteed Visibility

- Branded entry and exit gateways (everyone passes through)
- Repeated stage mentions throughout the event

Immersive Brand Integration

- Opportunity to incorporate branding into the marketplace aesthetic
- Strengthen Emotional Brand Connection

High Engagement Opportunity

- Direct exposure to attendees actively shopping and spending
- Opportunity for a booth within the marketplace

Media & Exposure

- Featured in all digital campaigns, email, and social media, hyperlinked logo on the event website
- Dedicated sponsor spotlight content
- Inclusion in PR, media mentions, and broadcast coverage

The Oaks Sponsorship Added Value:

On-Site Digital Network: \$7,500 In-Kind Value

- Dedicated :10 second Ad Placement: 4 weeks on 6 digital screens

The Oaks Digital Assets: \$2,500 In-Kind Value

- Website: Logo placement on Holidays in the Village event listing
- The Oaks Email: 30,000+ Subscribers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” email
- The Oaks Facebook: 17,000 Followers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” Facebook post
- The Oaks Instagram Story: 4,300+ Followers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” Instagram post

Total In-Kind Value: \$10,000

SPONSORSHIP OPPORTUNITIES & THE OAKS ADDED VALUE



The Oaks

Marquee Festive Garden Sponsor

\$15,000 - Exclusive Opportunity

Guaranteed Visibility

- ◆ Branded entry and exit gateway (everyone passes through)
- ◆ Repeated stage mentions throughout the event
- ◆ Naming rights to the entire Festive Garden area
- ◆ Prominent logo placement on Festive Garden Stage
- ◆ Inclusion in all marketing materials and website (with hyperlinked logo)
- ◆ Social media recognition
- ◆ Opportunity for branded décor or activation within the space
- ◆ On-site sponsor recognition
- ◆ Post Visibility and Recognition



The Oaks Sponsorship Added Value:

On-Site Digital Network: \$5,000 In-Kind Value

- Dedicated :10 second Ad Placement: 4 weeks on 4 digital screens

The Oaks Digital Assets: \$2,500 In-Kind Value

- Website: Logo placement on Holidays in the Village event listing
- The Oaks Email: 30,000+ Subscribers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” email
- The Oaks Facebook: 17,000 Followers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” Facebook post
- The Oaks Instagram Story: 4,300+ Followers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” Instagram post

Total In-Kind Value: \$7,500

The Oaks

Kris Kringle Village Sponsor

\$12,500 Exclusive Opportunity

Guaranteed Visibility

- Exclusive naming rights to Kris Kringle's Village
- Logo placement within the family entertainment area
- Hyperlinked logo on event website
- Recognition on select marketing materials
- On-site recognition
- Social media recognition
- Family-friendly brand alignment with holiday programming

The Oaks Sponsorship Added Value

On-Site Digital Network: \$2,500 In-Kind Value

- Dedicated :10 second Ad Placement: 4 weeks on 2 digital screens

The Oaks Digital Assets: \$2,500 In-Kind Value

- Website: Logo placement on Holidays in the Village event listing
- The Oaks Email: 30,000+ Subscribers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” email
- The Oaks Facebook: 17,000 Followers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” Facebook post
- The Oaks Instagram Story: 4,300+ Followers
 - Inclusion in one The Oaks/Holidays in the Village “Thank you to our sponsors” Instagram post

Total In-Kind Value: \$5,000



The Oaks

SPONSORSHIP LEVELS – AT A GLANCE (non exclusive)

Sponsorship Tier	Brand Investment	Exclusivity	Key Benefits
Village Express	\$7,500	Limited	Train attraction naming rights, loading area signage, website & social recognition
La Place des Amis (The Place of Friends)	\$7,500	Limited	Densely populated area. Themed district naming rights, area signage, website recognition, exclusive marketing inclusion on pastry bags (Porto's) & hot cocoa cups
Winter Wonderland	\$3,500	Non-Exclusive	Shared sponsor signage, website listing, social media acknowledgment
Tannebaum Grove	\$2,500	Non-Exclusive	Tree Grove signage, optional branded ornaments, website listing, social media acknowledgment
Sugar & Spice	\$1,500	Non-Exclusive	Sponsor signage listing, website recognition, social media acknowledgment
La Place des Lumières	\$1,000	Non-Exclusive	Signage listing, website recognition
Village Bear Scavenger Hunt	\$500	Non-Exclusive	Sponsor a Village Bear -Scavenger Hunt and Display recognition, signage listing, website recognition
Custom and in-kind sponsorship opportunities are available			Example, Auto display, Glühwein mugs, Beer Steins, Snow Shower Display, Sparkling wine flutes, or your own design level..



Village Express Sponsor

\$7,500 Limited

Pre-Event Visibility and Recognition

- ◆ Company name and/or logo displayed in event marketing & advertising
- ◆ Company name and/or logo displayed in event flyers & posters
- ◆ Company logo displayed on our event website (hyperlinked)
- ◆ Social media exposure showcasing your company before and after the event

Day of Event Visibility and Brand Activations

- ◆ Premiere recognition as the Village Express Sponsor
- ◆ Your company logo prominently displayed on the Village Train
- ◆ Stage announcer mentions thanking you as the Village Train Sponsor
- ◆ Company name and/or logo prominently displayed on signage located at both exits thanking you as our Sponsor



La Place des Amis *(The Place of Friends)*

\$7,500 (Limited to 2)

Pre-Event Visibility and Recognition

- ◆ Company name and/or logo displayed in event marketing & advertising
- ◆ Company name and/or logo displayed in all event flyers & posters
- ◆ Company logo displayed and hyperlinked on our event website
- ◆ Social media exposure showcasing your company before and after the event

Day of Event Visibility and Brand Activations

- ◆ Premiere recognition as our La Place des Amis sponsor
- ◆ Your company logo beautifully embossed on each pastry bag offering Porto's pastries or Hot Cocoa cups
- ◆ Your company logo, and optional QR code accessing your website, exclusively displayed on table top tents in seating area
- ◆ Stage announcer mentions thanking you as the La Place des Amis Sponsor
- ◆ Company name or logo displayed on signage located at both exits thanking you as our sponsor



Winter Wonderland Sponsor

\$3,500

Pre-Event Visibility and Recognition

- ◆ Company name and/or logo displayed in event marketing & advertising
- ◆ Company name and/or logo displayed in all event flyers & posters
- ◆ Company logo displayed and hyperlinked on our event website
- ◆ Social media exposure showcasing your company before and after the event

Day of Event Visibility and Brand Activations

- ◆ Premiere recognition as WINTER WONDERLAND sponsor
- ◆ Your company logo on choice of Snow Shower display, Holiday Trees and gift box area, Igloos, or Holiday Spirits mugs.
- ◆ Stage announcer mentions thanking you as our sponsor
- ◆ Company name and/or logo displayed on signage located at both exits thanking you as our Sponsor



Tannenbaum Grove Sponsor

\$2,500

Pre-Event Visibility and Recognition

- ◆ Company name and/or logo displayed in event marketing & advertising
- ◆ Company name and/or logo displayed in all event flyers & posters
- ◆ Company logo displayed and hyperlinked on our event website
- ◆ Social media exposure showcasing your company before and after the event

Day of Event Visibility and Brand Activation

- ◆ Premiere recognition as Holiday Tree Grove with branding opportunities
- ◆ Company name and/or logo displayed on signage located at both exits thanking you as our Sponsor
- ◆ Stage announcer mentions thanking you as our sponsor



Sugar & Spice Sponsor

\$1,500

Pre-Event Visibility and Recognition

- ◆ Company name and/or logo displayed in event marketing & advertising
- ◆ Company name and/or logo displayed in event flyers & posters
- ◆ Company logo displayed and hyperlinked on our event website
- ◆ Social media exposure showcasing your company before and after the event

Day of Event Visibility and Brand Activations

- ◆ Premiere recognition as Sugar and Spice sponsor, with branding opportunities for Candy Canes or similar holiday treats.
- ◆ Company name and/or logo displayed on signage located at both exits thanking you as our Sponsor
- ◆ Stage announcer mentions thanking you as our sponsor



La Place des Lumieres Sponsors

\$1,000

Pre-Event Visibility and Recognition

- ◆ Company name and/or logo displayed in event marketing & advertising
- ◆ Company name and/or logo displayed in event flyers & posters
- ◆ Company logo displayed and hyperlinked on our event website
- ◆ Social media exposure showcasing your company before/after the event

Day of Event Visibility and Brand Activations

- ◆ Company name and/or logo displayed on signage located at both exits thanking you as our Sponsor
- ◆ Stage announcer mentions thanking you as our sponsor



Village Bear Sponsors

\$500

Village Bear Scavenger Hunt Sponsorships

We invite you to be one of our Village Bear Sponsors where families will participate in our European themed Village Bear Scavenger Hunt! Each participant and its family will search throughout the marketplace seeking your Branded Village Bear.

- ◆ 20 cuddly teddy bears with your company logo placed on each bear
- ◆ 1 larger sized Village Bears hidden throughout the marketplace for each participant to find branded with your company logo
- ◆ Your Company name and/or logo placed on each scavenger hunt form
- ◆ Company name and/or logo displayed on our olde world crafted signage located at our Scavenger Booth thanking you as one of our Village Bear Sponsors



Partnerships Matter

The Oaks
THOUSAND OAKS

The event is made possible through corporate sponsorships and community partnerships. We extend our sincere appreciation to these and all of our past corporate sponsors.



Pierce Brothers Valley Oaks
Memorial Park | Mortuary | Crematory



LAKEVIEW CANYON



MICHAEL LANG DESIGN
PRINT AND DIGITAL MEDIA



BOYD LAW
Attorneys at Law



THOUSAND OAKS INN
& BANQUET CENTER

THE STONEHAUS
SIP + TASTE | DISCOVER

PTS FURNITURE
HOME AND OFFICE SHOWROOM



Holidays
IN THE Village
A European Marketplace

Who We Are

The Rotary Club of Westlake Village Noon is comprised of neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

With a combination of 85 years serving the Conejo Valley Community, we provide service to others, promote integrity and goodwill through our fellowship of business, professional, and community leaders. Our club work as part of a global network of 1.4 million members to:

Promote Peace
Fight Disease
Provide Resources for
Those in Need

Support Children & Education
Grow Local Economies
Protect the Environment

Rotary
Club of
Westlake Village



Our Community Focus

This fundraising event was created to engage our community and support local business. While also supporting the local non profits. Non Profit Highlights include:

- America Supporting Americans (ASA)
- Art Trek
- Big Brothers/Big Sisters
- Boys and Girls Club of Conejo Valley
- Disaster Communications
- For the Troops
- Harbor House
- James Storehouse
- KCLU
- Manna
- Many Mansions
- Raising Hope
- Ride On
- Safe Passage
- Senior Concerns
- YMCA



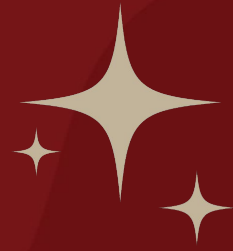


December 5th, 6th 2026 | Saturday-11 AM - 8 PM
Sunday -12:00PM - 6:00PM | The Oaks, Thousand Oaks

Please direct all sponsorship questions and requests to:

sponsorships@holidaysinthevillage.org

www.holidaysinthevillage.org



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