



2020 Athens North Pole Stroll

Hosted by Athens-Limestone County Tourism Association
Big Spring Park Athens, AL

About the North Pole Stroll...

The North Pole Stroll is a Southeast Tourism Society Top 20 Event in December awarded event that features displays of live cut Christmas trees located in Big Spring Memorial Park (AKA the Duck Pond) in the Historic Beaty District of Athens.

Lowe's of Athens will provide trees of approximately 6' tall for the Athens-Limestone County Tourism Association to offer to sponsoring businesses, organizations, churches, schools, individuals and families. Sponsorship deadline for trees will be November 16, 2020.

Athens City Park and Recreation Department will stand and secure the trees for decoration. Please see the Guidelines for decoration requirements and restrictions and crucial dates regarding the event.

Sponsor Benefits...

- ❖ Advertisement for your business, organization, or groups in a high traffic area
- ❖ Engage the community in a unique venue and be part of their memories
- ❖ Networking opportunity with other local businesses/nonprofits
- ❖ Opportunity to attract more consumers and families to local businesses during the slower Winter months
- ❖ Endless decorating possibilities – tree sponsors may use any decorations (Keep it kid-friendly and classy please. No food of any kind permitted. Questionable and unsafe items subject to removal.)
- ❖ Team building opportunity on Decoration Days for you and your company or organization's team members. Strengthen employee relationships and have some holiday fun.
- ❖ Your information and logo featured on our website and online platforms.
- ❖ A chance to promote your business, organization or group on Santa's Day with handouts, goodies or hosting activities for families attending like craft tables, cocoa station, popcorn station or caroling.

Other Ways to Participate...

- ❖ Organizations, businesses, churches and individuals are welcome to sponsor a tree or multiple trees for nonprofits in the community to decorate.
- ❖ Area schools, organization, church choirs or band or individual artist are welcome to showcase their talent during the events duration. Please contact Athens-Limestone Tourism about this opportunity: 256-232-5411
- ❖ Volunteer – Help keep the park clean during the event, help decorate trees, or have a special skill you think might help the event? Contact Athens-Limestone Tourism at 256-232-5411