CHICO AFTERDARK AUTOMOTIVE

HOLIDAY HORSEPOWER

2026 SPONSORSHIP KIT

Saturday, December 19, 2026 | 3:30-8:30 PM Pacific
Silver Dollar Fairgrounds | 2357 Fair Street, Chico, CA 95928

Meet the automotive community in Chico

Holiday Horsepower brings custom cars, trucks and motorcycles together with local vendors and a community Christmas toy drive. Event sponsorships and wishlist sponsorship requests are coordinated with the event team.

COMMUNITY
From $250

Website partner recognition and event-related social recognition.

SUPPORTING
From $500

Expanded social visibility and recognition on selected materials.

EVENT PARTNER
From $1,000

Featured promotion, premium logo placement and an activation option.

PRESENTING
From $2,500

Priority visibility, custom content and tailored activation planning.

The event team confirms package availability, deliverables and final terms in writing.

Discuss a partnership

chicoafterdark.com/pages/sponsors

events@chicoafterdark.com

ALL BUILDS / ALL SCENES / ONE COMMUNITY