

Glow
**MAGIC
TOYSHOP**



Glow Christmas Festival 2026 Partnership Opportunities



Welcome to Glow's Magic Toy Shop
Step into a world where imagination comes to life.

For the 2026 season, Glow Christmas Festival invites guests on a magical journey through Santa's enchanted Toy Shop, where toys sparkle, lights dance, and childhood wonder fills every corner.

Inside the Magic Toy Shop, guests will wander through immersive light displays featuring giant teddy bears, dinosaurs, toy trains, rocking horses, and magical toy creations, all brought to life with over a million twinkling lights. Families will explore interactive experiences, festive entertainment, holiday shopping, and joyful attractions designed to create unforgettable memories.

Each area of Glow presents a unique opportunity for partners to align their brand with the magic of the holiday season while connecting directly with thousands of families and visitors.

Through creative activations and sponsorship opportunities, partners can become part of the Glow experience while gaining strong brand visibility both onsite and through Glow's extensive marketing campaigns.

Welcome to the magic.

Partnership Activation Opportunities

Below are the key experiences within Glow's Magic Toy Shop that are available for sponsorship.

Santa's Magic Toy Shop Journey Presenting Partner Opportunity

The heart of the Glow experience, the Magic Toy Shop light display takes guests on an enchanting walk through Santa's workshop. Guests will travel through themed toy areas featuring dazzling light sculptures of teddy bears, toy trains, dinosaurs, dolls, rocking horses and more.

This immersive light journey is the centerpiece of the festival and one of the most photographed areas of Glow.

Sponsor Benefits May Include:

- Naming rights to the Magic Toy Shop experience
- Brand placement on entrance signage
- Logo integration within the light display pathway
- Social media and marketing inclusion
- Recognition in festival guides and signage



Santa's Sleigh VR Ride

A magical virtual reality experience where guests board Santa's sleigh and take flight across the North Pole.

Riders will soar over snowy landscapes, toy factories, and glowing Christmas villages as they join Santa on his holiday journey.

This interactive experience is extremely popular with families and provides a memorable immersive adventure.

Sponsor Benefits Include:

- Branding on the VR ride entrance
- Digital screen branding within the ride queue area
- Branded signage and ride backdrop
- Social media promotion

[Watch Video](#)

vrapark

SANTA'S SLEIGH VR RIDE

"Ho-Ho-Ho, Off We Go!"



Glow

Santa's Village & Mrs. Claus' Kitchen

For many families, the most magical moment of the holiday season is meeting Santa Claus. At Glow Christmas Festival, guests step into Santa's Village, a beautifully decorated setting where children can meet Santa, share their Christmas wishes, and capture treasured family photos that will be remembered for years to come.

This heartwarming experience is one of the most beloved traditions at Glow and creates unforgettable moments for thousands of families throughout the season.

Just steps away, the magic continues inside Mrs. Claus' Kitchen, a cozy holiday baking space where families can enjoy festive cookie decorating together. Guests can purchase cookie decorating kits to enjoy onsite or take home, adding a delicious and interactive holiday activity to their Glow visit.

The Santa's Village and Mrs. Claus' Kitchen activation offers partners a unique opportunity to align their brand with one of the most emotional and meaningful moments of the Glow experience.

Sponsor Benefits Include

- Naming rights to Santa's Village & Mrs. Claus' Kitchen
- Brand placement at the entrance to Santa's Village
- Logo placement within Mrs. Claus' Kitchen and cookie decorating area
- Branded signage at the cookie decorating station
- Recognition in Glow marketing materials and event guides
- Social media promotion connected to Santa-themed content
- Brand visibility within one of the most photographed areas of the festival



Glow

Glow Stage Entertainment

The Glow Stage is where the magic comes to life with daily live performances featuring beloved princesses, festive characters, sing-along shows, and family entertainment.

Throughout the season, guests gather at the stage to enjoy music, storytelling, dance parties, and special themed performances.

This space creates energy and excitement while drawing large crowds throughout the day.

Sponsor Benefits Include:

- Stage naming rights
- Logo placement on stage signage and monitors
- On-stage recognition during shows
- Inclusion in entertainment promotions



Glow

Inflatable Mini Golf Adventure

NEW to the 2026 show!

Guests can enjoy a fun and festive inflatable mini golf course, designed with whimsical holiday themes and playful obstacles.

This interactive activity is perfect for families and groups looking to add a little friendly competition to their Glow experience.

With its bright design and high engagement, mini golf becomes a natural gathering point within the festival.

Sponsor Benefits Include:

- Branding on the mini golf course entrance
- Logo placement on course signage
- Branded scorecards or signage opportunities



Glow

Kids Play Zone

A joyful wonderland designed especially for younger guests.

The Kids Play Zone features jumbo building blocks, ball pits, climbing elements, and interactive play experiences that allow children to explore, build, and burn off some energy while families relax nearby.

This highly popular area is filled with laughter and excitement and is a favorite stop for families visiting Glow.

Sponsor Benefits Include:

- Naming rights to the Kids Play Zone
- Branded signage throughout the play area
- Opportunity for branded activity elements
- Family-focused brand visibility



Glow

Glow Train Ride

A Journey Through the Magic

The Glow Train Ride is a favorite experience for families visiting the festival. Guests climb aboard the beautifully decorated Glow Train and travel through the glowing displays of the Magic Toy Shop.

This gentle ride allows guests to relax while taking in the dazzling lights, festive scenes, and magical atmosphere that surround them. For many children, riding the train through the glowing wonderland becomes one of the most exciting parts of their visit.

The Glow Train is highly visible within the festival and operates continuously throughout the evening, making it a fun and memorable experience that attracts thousands of riders each season.

Sponsor Benefits Include

- Naming rights to the Glow Train Ride
- Logo placement on train station signage
- Branding on the train loading area and ride entrance
- Recognition in festival maps and guest guides
- Social media promotion tied to the Glow Train experience



Glow

After Dark *Glow*

Glow Adult Night

Glow After Dark transforms the festival into an 18+ holiday celebration featuring festive lighting, entertainment, music, and social experiences designed for adults.

This popular event attracts young professionals and groups of friends looking for a unique holiday night out.

Sponsor Benefits Include:

- Event presenting sponsorship
- Branding opportunities
- Social media promotion tied to the event



Glow

Special Community Events

Glow proudly hosts several community-focused events each season, including:

- Glow Without Limits – a special experience for individuals and families with sensory sensitivities and accessibility needs
- Golden Seniors Day – a dedicated time for seniors to enjoy Glow in a relaxed atmosphere
- Theme Character Days featuring special characters and entertainment

These events highlight Glow's commitment to community and inclusivity.

Sponsor Benefits Include:

- Event sponsorship recognition
- Community impact messaging
- Social media and marketing inclusion



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