



FOUNDING PARTNERSHIP GUIDE

BUILDING FREDERICKSBURG'S
NEWEST CHRISTMAS TRADITION

Presented
by





REVIVING A TRADITION.

RECLAIMING THE TRUE MEANING OF CHRISTMAS.



Weihnachten (Holy Nights) - a new Hill Country Christmas tradition that revives Fredericksburg's beloved German Christmas market while celebrating the birth of Jesus Christ through worship, community, and unforgettable holiday experiences.

Fredericksburg's Christmas traditions run deep. Inspired by Germany's historic Christkindl Markts, the city's original German Christmas market became one of the Hill Country's most popular holiday traditions from 1999 through 2007, drawing thousands of residents and visitors each season.

Today, that cherished tradition is being reborn through:

WEIHNACHTEN – Christmas in Fredericksburg.

Our vision is to revive the German Christmas market while expanding it into a Christ-centered Christmas celebration. Guests will experience the warmth and charm of a traditional European Christmas village alongside worship concerts, personal testimonies, family activities, and the telling of the Christmas story. The result is a gathering that honors Fredericksburg's German heritage while placing Christ at the heart of Christmas.

Where cherished traditions meet the Greatest Story Ever Told.

HARVEST PROJECT TEXAS



Harvest Project Texas is a Christian nonprofit dedicated to creating community-wide experiences that inspire faith, strengthen relationships, and share the hope of Jesus Christ. (HarvestProjectTexas.org)

Our Mission

To sow seeds of faith and cultivate a thriving community rooted in the Gospel. We are dedicated to sharing the hope of Christ across Texas, empowering believers to live out the Great Commission and make disciples in every corner of the Hill Country and beyond.

A Proven Track Record

- The Greatest Story Ever Told Christmas Celebration (2024 & 2025)
- The Greatest Story Ever Told: The Resurrection (Easter 2025)
- Over 1,000 attendees inspired through Christ-centered community events
- Partnerships with local churches, businesses, musicians, and community volunteers

Harvest Project Texas proudly presents **WEIHNACHTEN – Christmas in Fredericksburg**, preserving Fredericksburg's heritage, proclaiming the hope of Christ, and promoting Fredericksburg as a premier Christmas destination for generations to come.



A WEEKEND WHERE TRADITION ✠ MEETS THE GREATEST STORY EVER TOLD

WEIHNACHTEN - Christmas in Fredericksburg – brings a Saturday German Christmas market and a weekend of Christ-centered festivities alongside Fredericksburg's **Light the Night Christmas Parade** - one of the Hill Country's premier holiday weekends. Designed to attract local families and visitors from across Texas, **WEIHNACHTEN** combines a traditional German Christmas market with worship, testimonies, family activities, and experiences that celebrate the birth of Jesus Christ.

FRIDAY, DECEMBER 4

3:00 PM – 9:30 PM

- Food & Beverage Parade Vendors
- Complimentary Photos with Santa & Mrs. Claus
- Family Activities

6:30 PM

- Light the Night Christmas Parade

7:30 PM - 9:00 PM

- Youth Worship Concert

SATURDAY, DECEMBER 5

10:00 AM – 6:00 PM

- German Christmas Market
- Artisan & Retail Vendors
- Food & Beverage Vendors
- Live Worship Music
- Family Activities

4:30 PM

- Live Q & A with actors from The Chosen

6:00 PM

- Community Christmas Tree Lighting

6:30 PM - 8:00 PM

- The Greatest Story Ever Told
 - A multimedia experience performed by the Rev1211 Orchestra, with scenes from The Chosen.





MARKTPLATZ: THE HEART OF CHRISTMAS

Where Fredericksburg’s Story Began



Home to the historic **Vereins Kirche**, Fredericksburg’s first church, school, and community gathering place, Marktplatz has been the heart of the city since 1847.

This is where the town’s founders gathered to worship, celebrate, and build the community that still thrives today.

Now, generations later, Marktplatz remains the center of Fredericksburg’s Christmas traditions, welcoming thousands each year to experience the lights, hospitality, and spirit of the season.

WEIHNACHTEN continues that legacy by transforming this historic square into a Christ-centered Christmas celebration where heritage, worship, and community come together to tell the greatest story ever told.

WHY MARKTPLATZ?



Home of the
Historic Vereins
Kirche



Fredericksburg’s First Church,
School & Community
Gathering Place



20,000+ Light the
Night Parade
Spectators



Steps from Historic
Main Street
Shopping & Dining



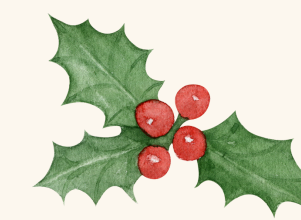
Spectacular
Christmas Lights &
Decorations



Where Heritage,
Faith & Christmas
Come Together



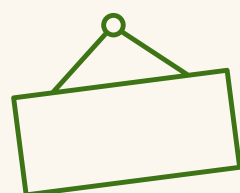
BUILDING THE TRADITION TOGETHER



Become a Founding Partner of WEIHNACHTEN - Christmas in Fredericksburg

Founding Partners will play a lasting role in establishing Fredericksburg's newest Christmas tradition while receiving meaningful recognition throughout the year-long marketing campaign and during the event weekend.

FOUNDING PRESENTING PARTNER - \$25,000



Premier Recognition
Website, Signage &
Media



Exclusive Branding &
Naming Rights



Premier Exhibit Space
in the Christmas
Market



VIP Experience &
Special Access



Year-Round
Recognition as a
Founding Partner

BETHLEHEM PARTNER

\$10,000

- ★ Recognition in Marketing & Media
- ★ Premier Exhibit Space
- ★ Opportunity to meet and take photos with cast members from The Chosen
- ★ Digital & Social Recognition
- ★ Up to 10 Reserved Seats for The Greatest Story Ever Told

SHEPHERD PARTNER

\$5,000

- ★ Recognition in Marketing
- ★ Exhibit Space
- ★ Event Signage
- ★ Social Media Recognition
- ★ 6 Reserved Seats for The Greatest Story Ever Told

WISE MAN PARTNER

\$2,500

- ★ Recognition on Website
- ★ Event Signage
- ★ Social Media Mentions
- ★ 4 Reserved Seats for The Greatest Story Ever Told

FAMILY PARTNER

\$1,000

- ★ Recognition on Website
- ★ Social Media Mentions
- ★ 2 Reserved Seats for The Greatest Story Ever Told

SIGNATURE PARTNERSHIP OPPORTUNITIES

Create memorable experiences while connecting your brand with some of WEIHNACHTEN's most anticipated attractions.



WINTER PLAY AREA PARTNER

- Exclusive naming rights to the Winter Play Area
- Brand recognition in event marketing and signage
- Premium on-site activation space
- Branded family photo opportunities
- Recognition across digital and social campaigns



SNOW GLOBE PARTNER

- Exclusive branding on walk-in snow globes
- Recognition on event signage and website
- Inclusion in holiday photo promotions and social media



COMMUNITY PARTNER

Businesses may support WEIHNACHTEN through donated products, professional services, lodging, transportation, production support, printing, photography, media, hospitality, or other valued contributions.

Customized partnership packages available based on contribution value.



BECOME A FOUNDING PARTNER

HELP ESTABLISH FREDERICKSBURG'S NEWEST
CHRISTMAS TRADITION WHILE SHARING THE
HOPE OF CHRIST WITH GENERATIONS TO COME

Jules Blocker

Jules@harvestprojecttexas.org

ChristmasinFredericksburg.com

harvestprojecttexas.org

@harvestprojecttexas

