



CHRISTMAS IN *Olde Town* NOVEMBER 27, 2021

Christmas in Olde Town is a traditional community holiday event in the heart of historic Olde Town Altoona. The event features a day of FREE holiday entertainment, photos with Santa, food, crafts, reindeer, shopping and so much more!

Your donation helps provide a family friendly holiday event for hundreds of Altoona area families. Each year, the event continues to grow, reaching more families, while also promoting the history of Altoona.

OLDE TOWN LIGHTS NOVEMBER 27 - JANUARY 1

Olde Town Altoona shines a little brighter for the holiday season with the expansion of Olde Town Lights in 2021. Color-changing lights atop the buildings of Olde Town are being extended along 1st Avenue, one of the most traveled streets through Altoona! Thousands of color-changing lights will brighten the historic neighborhood for the holiday season.

It all kicks off Saturday, November 27, immediately following the Christmas in Olde Town celebration. A special lighting program will be held at Townsend Park, including the lighting of the City Christmas Tree. A new tree has been added for 2021, with the capabilities of featuring customizable light shows!



ALTOONA DAZZLE DECEMBER 12-18



Back for 2021, Altoona Dazzle is a friendly community house lighting competition. Residents compete for bragging rights and awards, including People's Choice, Traditional, and the Clark Griswold Award. The contest was established as a safe way to get the community in the holiday spirit and check out holiday lights during the COVID-19 pandemic.

Altoona Dazzle received rave reviews in its first year, reaching thousands of Altoona residents and beyond. In 2020, more than 2,500 votes were cast for the winner, reaching more than 25,000 people online. More than 4,400 engagements were calculated in the 2020 Facebook voting.

CHRISTMAS IN
Olde Town

INDIVIDUAL DONATIONS

The Perks	Jingle Bells \$500 or more	Gold Bell \$250 or more	Silver Bell \$100 or more	Bronze Bell \$50 or more
Mentioned in Email Blasts	●	●	●	●
Mentioned on Website	●	●	●	●
Recognized in Event Programs	●	●	●	
Event Thank You Posters	●	●	●	
Recognition During Tree Lighting	●	●		
VIP Gift Basket	●			

DONORS MAY REMAIN ANONYMOUS

Name: _____

Address: _____

Email: _____

Phone: _____

Donation Level

Jingle Bells (\$500+)

Gold Bell (\$250-\$499)

Silver Bell (\$100-249)

Bronze Bell (\$50-99)

Anonymous

TOTAL _____

Signature: _____ Date: _____

Please send your completed donation form and any questions to Alex Payne at altoonahistory@gmail.com.
Address checks to **Altoona Area Historical Society, 104 2nd Street SE, Altoona, Iowa 50009.**

**The Altoona Area Historical Society is a designated 501(c)3
non-profit organization. Federal Tax ID #20-0118182**