

With your help, this year's Festival will include:

NEW - Community Luminaria Celebration
Unveiling of the 80th Anniversary Ice Sculpture
Winter-Themed Relay Team Sports
Community Bonfire
Winter Fireworks
Live Holiday Music
Winter Street Animal Characters
Mrs. Martini's Pasta Dinner and Movie Trivia
Presentation of 2026 Grand Marshal
The Wonderful Parade
80th Anniversary IAWL-opoly Contests
Christmas Caroling
IAWL Participation Movie
Bert & Ernie's Famous Chicken BBQ
Horse and Wagon Rides
Lights, Camera, Action Photo Ops
Uncle Billy's Wonderful Scavenger Hunt
The Bells of the Real Bedford Falls
IAWL Movie Street Characters
Movie Shorts & Screenings
Sam Wainwright's Vendor Village
Annie's Pitstop
...and so much more!

Ways to be Involved!

Local businesses and organizations can support the It's a Wonderful Life Festival in many ways beyond sponsorship. Explore the opportunities below and join us in making the 80th anniversary celebration one to remember!

Join the Planning Committee:

Bring your ideas and talents to the team that makes the Festival happen. Help us plan and shape this special 80th anniversary celebration.

Volunteer:

Volunteers are at the heart of our Festival. Individuals, families, businesses, and organizations are invited to lend a hand, meet new people, and help welcome thousands of visitors to Seneca Falls.

Become a Vendor:

Showcase your products and promote your business to Festival visitors from across the country. Vendor spaces provide an excellent opportunity to reach new customers during this five-day celebration.

Contribute a Prize:

Help make Uncle Billy's Scavenger Hunt fun and memorable by donating a prize such as a gift certificate, merchandise, or promotional item. Participating businesses will be recognized for their contribution.

Interested in getting involved?

Contact us at IAWLFestival@outlook.com
315-215-1610 • therealbedfordfalls.com

2026 *"IT'S A WONDERFUL LIFE"* **FESTIVAL**



SPONSORSHIP & PARTICIPATION OPTIONS

December 9 - 13, 2026
FIVE WONDER-FILLED DAYS

IT'S A WONDERFUL LIFE FESTIVAL COMMITTEE
SENECA FALLS, NEW YORK



IT'S A WONDERFUL LIFE FESTIVAL

December 9 - 13, 2026

Celebrating 80 Years

Benefits	Levels & Benefits			
	CLARENCE	GEORGE BAILEY	UNCLE BILLY	ZUZU BAILEY
	\$3,000 +	\$2,000 +	\$1,000 +	\$500 +
Sponsorship Logo on Event Banner	✓	✓	✓	✓
Festival Program Recognition	1/2 Page Premium Placement	1/2 Page	1/4 Page	Business Card
Festival Program Sponsorship Page	Logo Premium Placement	Logo Sponsor Placement	Logo Supporter Placement	Logo Friend Placement
Website Home Page Placement	Logo + website link	Logo + website link	Logo + website link	X
Website Sponsor Listing Page	Logo + website link	Logo + website link	Logo + website link	Logo + website link
It's A Wonderful Life-opoly Game	3 Complimentary Games	2 Complimentary Games	1 Complimentary Game	X

TEAR ALONG HERE:

Please make checks payable to, and return completed form to:

IAWL Festival Committee, PO Box 204, Seneca Falls, NY 13148

Phone: 315.215.1610

therealbedfordfalls.com

Email: IAWLFestival@outlook.com

TEAR ALONG HERE:

We are pleased to support the 2026 It's A Wonderful Life Festival, celebrating the 80th anniversary of it's a Wonderful Life.

Business

Contact

Address

Phone #

Email

Sponsorship Level and Amount

Donations of \$100 + will receive a Thank-you listing in the program and a website Logo listing with link.

Please highlight other ways you wish to be involved and we will contact you

Planning Committee

Volunteer

Vendor

Scavenger Hunt Prizes

This form can also be completed on-line @ therealbedfordfalls.com/iawl-forms