

2026 Season Nonprofit Partner Application

Magnolia, Arkansas • 650,000+ lights • 10,000+ visitors each December

Free to the public • 100% donation-supported

ABOUT THIS OPPORTUNITY

Each December, Crowell Christmas Lights opens free to the public and raises donations for one local nonprofit partner. Our 2026 partner will receive 100% of donations collected at the display and be featured across our marketing. In return, the partner organization provides volunteers every weekend of the season and helps promote the display on social media. Organizations serving Columbia and Lafayette counties are preferred.

APPLICATIONS DUE

July 31, 2026

DECORATING BEGINS

Last weekend of Sept.

LIGHTS TURN ON

Sat. after Thanksgiving

1 ORGANIZATION INFORMATION

LEGAL ORGANIZATION NAME

501(c)(3) EIN

YEAR FOUNDED

MAILING ADDRESS

CITY

STATE

ZIP

WEBSITE

ORGANIZATION PHONE

PRIMARY CONTACT NAME

TITLE / ROLE

CONTACT PHONE

CONTACT EMAIL

2 501(C)(3) VERIFICATION

Our organization holds active 501(c)(3) tax-exempt status with the IRS.

Attach or send a copy of your IRS Determination Letter with your application.

I will attach/include our IRS Determination Letter.

3 MISSION & SERVICE AREA

MISSION SUMMARY (2–3 sentences): what does your organization do?

COUNTIES / COMMUNITIES SERVED

We serve Columbia County, AR

We serve Lafayette County, AR

4 VOLUNTEER COMMITMENT

The selected partner must provide volunteers EVERY weekend of the season (late September through December) to help staff the donation booth, greet visitors, and assist with light setup and teardown as needed.

We commit to providing volunteers every weekend of the season.

EST. NUMBER OF VOLUNTEERS AVAILABLE PER WEEKEND

VOLUNTEER COORDINATOR NAME & PHONE

HOW WILL YOU RECRUIT AND SCHEDULE VOLUNTEERS?

5 SOCIAL MEDIA PROMOTION

The selected partner must actively promote the display on its own social media channels throughout the season to drive attendance and donations.

We commit to promoting the display on our social media channels.

PLATFORMS (Facebook, Instagram, TikTok, etc.)

COMBINED FOLLOWERS

SOCIAL MEDIA HANDLES / LINKS

HOW WILL YOU HELP PROMOTE THE DISPLAY? (post frequency, email list, events, etc.)

6 WHY YOUR ORGANIZATION

WHY SHOULD CROWELL CHRISTMAS LIGHTS PARTNER WITH YOUR ORGANIZATION FOR 2026?

HOW WOULD YOUR ORGANIZATION USE THE DONATIONS RAISED?

7 PARTNER AGREEMENT & ACKNOWLEDGEMENT

By submitting this application, the organization agrees that, if selected as the 2026 Crowell Christmas Lights nonprofit partner, it will: (1) provide volunteers every weekend of the season, (2) actively promote the display on its social media channels, (3) accept 100% of donations collected at the display as its fundraising benefit, and (4) represent the organization and the display professionally at all times. Crowell Christmas Lights reserves the right to select its partner at its sole discretion.

I have read and agree to the terms above on behalf of our organization.

IRS Determination Letter is included with this application.

AUTHORIZED SIGNATURE

PRINTED NAME

TITLE

DATE

HOW TO SUBMIT YOUR APPLICATION

Applications must be received by July 31, 2026.

Choose ONE of these two ways to send your completed form:

- 1) TEXT — Send a photo or PDF of your completed application to 870-845-8476
- 2) MESSENGER — Message the Crowell Christmas Lights Facebook page with your completed application attached.

Questions? Message the Crowell Christmas Lights Facebook page or text 870-845-8476.

Decorating begins the last weekend of September. Lights turn on the Saturday after Thanksgiving.