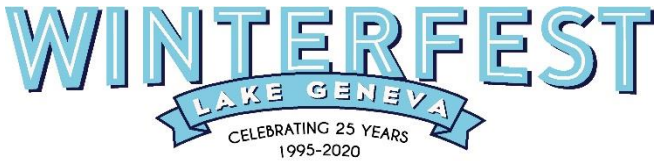




# **WINTERFEST 2020**

## **Sponsorship Opportunities**

Contact: Bethany Souza  
eventmanager@visitlakegeneva.com  
(262) 812-0023



# January 29 - February 2, 2020

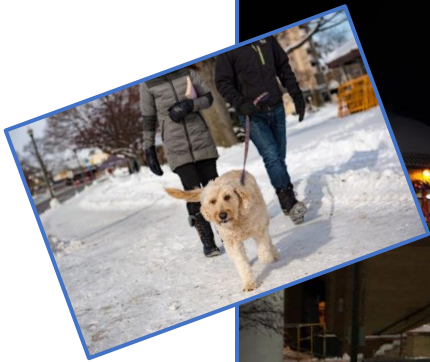
## Welcome

The only National Snow Sculpting Championship in the country has been hosted in Lake Geneva since 1995. This event showcases the best snow sculpting teams from as far away as Vermont, New York, New Hampshire, Colorado, and Alaska. VISIT Lake Geneva along with local businesses, volunteers, sponsors, and the City of Lake Geneva once again look forward to hosting state championship teams for this 25<sup>th</sup> anniversary year.

Winterfest begins on Wednesday, January 29 and continues through Sunday, February 2, 2020. Along with the Snow Sculpting Championship, visitors will enjoy a variety of activities and events at businesses throughout the Lake Geneva Region.

## 2019 Event Highlights

- 55,000 Event Attendees
- 10,000 copies of the official Winterfest Guide were distributed
- 254,079 website visits
- 27,113 followers on the Winterfest Facebook page
- Media Coverage included – Chicago Magazine, Make It Better Magazine and Fox 6 and CBS



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# January 29 – February 2, 2020

## Sponsor Benefits

VISIT Lake Geneva welcomes you to choose a level of sponsorship to fit your business or organization's needs. Choose an established dollar amount and naming rights as outlined below. All sponsorships will be included in marketing and advertising efforts, such as:

- Logo in event advertising, Winterfest Guide, posters, rack cards, onsite signage, email, website and social media
- Opportunity to host a featured Winter themed event that will be promoted in the Winterfest Guide, Winterfest poster, social media and winterfestlg.com
- Featured as an official sponsor in the Winterfest event e-newsletter
- Featured in the official snow sculpture guide for the U.S. National Snow Sculpting Championship

## Sponsorship Levels

- **Presenting Sponsor - \$10,000 (3 available)**
  - Official Sponsor of one 2020 Snow Sculpting Team & company name on sculpture signage
  - Announcement through press release as a presenting sponsor
  - Customized snow sculpture of your company logo or design at your business location
  - Company booth at Winterfest Marketplace at the Riviera
  - Sponsor mentions in commercials aired on Lake 96.1FM
  - Full Page color ad in the Winterfest Guide
  - 6 tickets to the VIP Cocktail Reception
- **Platinum Sponsor - \$3,000**
  - Official Sponsor of one 2020 Snow Sculpting Team & company name on sculpture signage (first come, first serve)
  - Company booth at Winterfest Marketplace at the Riviera (first come, first serve basis)
  - Sponsor mentions in commercials aired on Lake 96.1FM
  - Full Page color ad in the Winterfest Guide
  - 6 tickets to the VIP Cocktail Reception
  - **Option to purchase a Masterpiece Sculpture - \$750** - Snow Sculpture design of choice as business location, Lake Geneva area only – limited number available
- **Gold Sponsor - \$2,000**
  - Official Co-Sponsor of one 2020 Snow Sculpting Team & company name on sculpture signage (first come, first serve)
  - Company booth at Winterfest Marketplace at the Riviera (first come, first serve basis)
  - Full Page color ad in the Winterfest Guide
  - 4 tickets to the VIP Cocktail Reception
  - **Option to purchase a Masterpiece Sculpture - \$750** - Snow Sculpture design of choice as business location, Lake Geneva area only – limited number available
- **Silver Sponsor - \$1,000**
  - Official Co-Sponsor of one 2020 Snow Sculpting Team & company name on sculpture signage (first come, first serve)
  - Company booth at Winterfest Marketplace at the Riviera (first come, first serve basis)
  - Half Page color ad in the Winterfest Guide
  - 2 tickets to the VIP Cocktail Reception
- **Bronze Sponsor - \$500**
  - Quarter Page color ad in the Winterfest Guide
- **Crystal Sponsor - \$250**
- **Welcome Sponsor - \$250 (3 available)**
  - Entrance Snow Sculpture 18x24 Sponsor logo Welcome Signage

**Deadline for Sponsorships: December 20, 2019**

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# 2020 Sponsorship Agreement

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

## SPONSORSHIP LEVEL: (PLEASE CHECK ONE)

- Presenting Sponsor - \$10,000
- Platinum Sponsor - \$3,000
  - Add Masterpiece Sculpture - \$750
- Gold Sponsor - \$2,000
  - Add Masterpiece Sculpture - \$750
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500
- Crystal Sponsor - \$250
- Welcome Sponsor - \$250

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

Please return your completed Sponsorship Agreement  
with check made payable to VISIT Lake Geneva to:  
VISIT Lake Geneva, Attn: Bethany Souza  
527 Center St, Lake Geneva WI 53147



For credit cards or invoicing please contact Taylor at  
[taylor@visitlakegeneva.com](mailto:taylor@visitlakegeneva.com) or (262) 248-1349

**Deadline for sponsorship: December 20, 2019**