

WINTERFEST

LAKE GENEVA

2025



SPONSORSHIP OPPORTUNITIES

January 29 - February 2, 2025

 VISIT *Lake Geneva*



FIVE DAYS OF WINTER FUN

VISIT Lake Geneva is thrilled to celebrate the 30TH Annual Lake Geneva Winterfest featuring America's Snow Sculpting Invitational. This milestone event will bring together some of America's most talented and award-winning snow sculptors, with teams traveling from states as far as Florida and Alaska. Fifteen teams will be invited to compete in an epic 72-hour competition, transforming their block of snow into an extraordinary gallery of larger-than-life sculptures.

Over the years, Lake Geneva Winterfest has become a beloved winter tradition, attracting visitors from around the globe and delighting locals and tourists alike. Alongside the snow sculpting competition, Lake Geneva Winterfest offers a wide range of activities for guests to enjoy. Visitors can experience bonfires and s'mores on Riviera Beach, stroll through the Downtown Ice Sculpture Walk, enjoy live entertainment, and take part in various winter-themed events and activities hosted by local businesses throughout the community.



2024 EVENT IMPACT

Your sponsorship helps bring visitors and economic benefits to our community.

Lake Geneva Winterfest welcomes an estimated 65,000 visitors and generates approximately \$3 million in economic impact to the Lake Geneva region through visitor spending on lodging, dining, shopping and transportation. Beyond the financial impact on the community, Winterfest also showcases Lake Geneva as an attractive winter destination, helping local businesses thrive during tourism's shoulder season.

As a non-profit organization, VISIT Lake Geneva is thankful for the many sponsors and partners that have provided financial assistance, in-kind services and other vital support to bring this beloved event to life over the years.



354K
WEB PAGE
VIEWS



2.1 MILLION
SOCIAL MEDIA
REACH



39K
DIGITAL
PROGRAM VIEWS

Earned media coverage including:
The Weather Channel, TMJ4, CBS58,
ABC7, Scripps News, Chicago Tribune,
Milwaukee Journal Sentinel,
Fox 6 Milwaukee, and more!

2025 SPONSORSHIP PACKAGES

PLATINUM SPONSOR | \$5,000 | Deadline 11.30.24

- ❄ Exclusive Sponsorship of one snow sculpting team (first come, first serve)
- ❄ Logo and link on website Sponsor and Team pages
- ❄ Full page ad in Winterfest digital program
- ❄ Logo on sculpture signage and event banners
- ❄ Complimentary PSAs during event weekend
- ❄ Logo on event brochures and posters
- ❄ Mention in radio commercials and interviews
- ❄ Inclusion in event email blasts (53,000+ subscribers)
- ❄ Inclusion in social media promotion
- ❄ One Exclusive Facebook post*
- ❄ Three-month run-of-site website ad on VisitLakeGeneva.com*
- ❄ One Exclusive Email Blast*
- ❄ Invitation to the Team-Sponsor Dinner



GOLD SPONSOR | \$2,500 | Deadline 11.30.24

- ❄ Co-sponsorship of one snow sculpting team (first come, first serve)
- ❄ Logo and link on website Sponsor and Team pages
- ❄ Full page ad in Winterfest digital program
- ❄ Logo on sculpture signage and event banners
- ❄ Logo on event posters
- ❄ Inclusion in event email blasts (53,000+ subscribers)
- ❄ Inclusion in social media promotion
- ❄ Two-month run-of-site website ad on VisitLakeGeneva.com*
- ❄ Two Monthly Insider Email ads*
- ❄ Invitation to the Team-Sponsor Dinner



SILVER SPONSOR | \$1,000 | Deadline 11.30.24

- ❄ Logo and link on website Sponsor page
- ❄ Half page ad in Winterfest digital program
- ❄ Logo on event banners
- ❄ Logo on event posters
- ❄ Inclusion in event email blasts (53,000+ subscribers)
- ❄ One-month run-of-site website ad on VisitLakeGeneva.com*
- ❄ One Monthly Insider Email ad*



BRONZE SPONSOR | \$500 | Deadline 12.31.24

- ❄ Logo and link on website Sponsor page
- ❄ Recognition in Winterfest digital program
- ❄ Logo on event banners



FRIENDS OF WINTERFEST SPONSORSHIP | Up to \$499 | Deadline 1.22.25

Recognition on the event website and Winterfest digital program for individuals, families, or small businesses wishing to show their support for Lake Geneva Winterfest through a monetary gift

(*) Refer to VISIT Lake Geneva Co-Op Marketing Program for material requirements and deadlines. Must use by 12/31/25.

FOR MORE INFORMATION CONTACT:

Brie Pacey • Events Manager | brie@visitlakegeneva.com | (262) 812-0023

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2025 SPONSORSHIP AGREEMENT

Business/Organization _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Website _____

SPONSORSHIP LEVEL

- ☐ Platinum Sponsor | \$5,000
- ☐ Gold Sponsor | \$2,500
- ☐ Silver Sponsor | \$1,000
- ☐ Bronze Sponsor | \$500
- ☐ Friends of Winterfest | \$ _____

PAYMENT TYPE

- ☐ **CHECK** | Make payable to VISIT Lake Geneva and submit with this form
- ☐ **CREDIT CARD** | VISIT Lake Geneva will email you an invoice to pay online; payable upon receipt

Authorized Signature _____ Date _____

Print Name _____

Please return this completed Agreement by mail or email.

VISIT Lake Geneva
Attn: Brie Pacey
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brie@visitlakegeneva.com



VISIT Lake Geneva is a not-for profit 501(c)6 organization. Sponsorships are not tax deductible.

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