



AMERICA'S SNOW SCULPTING INVITATIONAL™

WINTERFEST

LAKE GENEVA
2026

Sponsorship Opportunities

January 28 - February 1, 2026



5 DAYS OF WINTER MAGIC

VISIT Lake Geneva invites you to join us in celebrating the 31st Annual Lake Geneva Winterfest, featuring America's Snow Sculpting Invitational™. This five-day event along the stunning shores of Geneva Lake brings together America's most talented and award-winning snow sculptors from states as far as Florida and Alaska. Fifteen teams will compete in an epic 72-hour competition, transforming massive blocks of snow into an extraordinary gallery of larger-than-life sculptures.

Over the past three decades, Lake Geneva Winterfest has become a cherished winter tradition, drawing visitors from around the world and delighting both residents and tourists alike. America's Snow Sculpting Invitational headlines an array of other winter-inspired activities as well, including beach bonfires, a downtown ice sculpture walk, live entertainment, and events throughout the community.

2025 EVENT IMPACT

Lake Geneva Winterfest welcomes more than 60,000 visitors and generates approximately \$3 million in economic impact to the region each year through visitor spending on lodging, dining, shopping, and recreation. It also showcases the Lake Geneva area as an attractive winter destination, allowing local businesses to thrive during tourism's shoulder season.



356 K
WEBSITE
VIEWS



2.7 M
SOCIAL MEDIA
IMPRESSIONS



1.8 K
ONLINE
PROGRAM
VISITS

EARNED MEDIA COVERAGE

The Weather Channel | Scripps News | Spectrum 1 News
ABC Chicago/Milwaukee/Dubuque
CBS Chicago/Milwaukee | NBC Milwaukee/Madison
Fox Milwaukee/Madison/Minneapolis | MSN.com
Chicago Tribune | Milwaukee Journal Sentinel AARP | Forbes

HOW YOUR SPONSORSHIP HELPS

As a non-profit organization, VISIT Lake Geneva is grateful for the many sponsors and partners that provide financial assistance and other vital support to sustain this beloved event. Sponsorships ensure we can provide top-tier amenities for our sculptors - including travel stipends and awards - which help attract the finest talent in the snow sculpting industry. Sponsorships support robust marketing and communications campaigns that grow attendance and attract media attention for the community. And sponsorships help pay for insurance and safety measures like light towers and signage.



Lake Geneva Winterfest | January 28 - February 1, 2026 | WinterfestLG.com

2026 Sponsorship Packages



■ Title Sponsor | One Available | Deadline 11.30.25 \$20,000

The highest level of sponsor visibility and recognition, including brand incorporation, marketing and media exposure, and significant on-site visibility and engagement opportunities.

- Incorporation of Sponsor's name in the official Winterfest logo
- Customized sponsor activation plan for on-site presence and visitor engagement
- Exclusive Sponsorship of one snow sculpting team
- Exclusive logo placement on event entry banners
- Top-tier logo placement on event website, brochures and posters, and on-site signage
- Prominent mentions in press releases, media outreach, and social media promotion
- Lead mention in radio advertising and interviews
- Logo in all event Email blasts (53,000+ subscribers)
- Premium placed two-page ad in digital event program
- PSAs during event weekend
- Visit Lake Geneva advertising package*: 12-month Run-of-Site Website Ad, Six Exclusive Facebook Posts, and Three Exclusive Emails
- Invitation to Team-Sponsor Dinner
- First right of refusal of Title Sponsor level for Winterfest 2027

■ Bonfires on the Beach Sponsor | One Available | Deadline 11.30.25 \$10,000

- Exclusive sponsor of Winterfest Bonfires on the Beach
- Customized sponsor activation plan at Riviera Beach
- Exclusive Sponsorship of one snow sculpting team
- Second-tier logo placement on event website, brochures and posters, and on-site signage
- Exclusive logo placement on Bonfire entry signs
- Mentions in press releases, media outreach, and social media promotion
- Mention in radio commercials and interviews
- Logo in all event Email blasts (53,000+ subscribers)
- Full page ad in digital event program
- PSAs during event weekend
- Visit Lake Geneva advertising package*: Six-month Run-of-Site Website Ad, Three Exclusive Facebook Posts, and Two Exclusive Emails
- Invitation to Team-Sponsor Dinner

■ Kid's Zone Sponsor | One Available | Deadline 11.30.25 \$7,500

- Exclusive sponsor of Winterfest Kid's Zone
- Customized sponsor activation plan at Kid's Zone site
- Exclusive Sponsorship of one snow sculpting team
- Third-tier logo placement on event website, brochures and posters, and on-site signage
- Exclusive logo placement on Kid's Zone entry signs
- Inclusion in social media promotion
- Mention in radio commercials and interviews
- Inclusion in all event email blasts (53,000+ subscribers)
- Full page ad in digital event program
- PSAs during event weekend
- Visit Lake Geneva advertising package*: Four-month Run-of-Site Website Ad, Two Exclusive Facebook Posts, and One Exclusive Email
- Invitation to Team-Sponsor Dinner

2026 Sponsorship Packages



Platinum Sponsor | \$5,000 | Deadline 11.30.25

- Exclusive Sponsorship of one snow sculpting team (first-come, first-served)
- Fourth-tier logo placement on event website, brochures and posters, and on-site signage
- Inclusion in social media promotion
- Mention in radio commercials and interviews
- Inclusion in event Email blasts (53,000+ subscribers)
- Full page ad in digital event program
- PSAs during event weekend
- Visit Lake Geneva advertising package*: Three-month Run-of-Site Website ad, One Exclusive Facebook post, and One Exclusive Email
- Invitation to Team-Sponsor Dinner

Gold Sponsor | \$2,500 | Deadline 11.30.25

- Co-sponsorship of one snow sculpting team (first-come, first-served)
- Fifth-tier logo placement on event website, posters, and on-site signage
- Inclusion in social media promotion
- Inclusion in event email blasts (53,000+ subscribers)
- Full page ad in digital event program
- Visit Lake Geneva advertising package*: Two-month Run-of-Site Website Ad and Two Monthly Insider Email Ads
- Invitation to Team-Sponsor Dinner

Silver Sponsor | \$1,000 | Deadline 11.30.25

- Sixth-tier logo placement on website Sponsor page, event posters, and on-site banners
- Inclusion in event email blasts (53,000+ subscribers)
- Half-page ad in digital event program
- Visit Lake Geneva advertising package*: One-month Run-of-Site Website Ad and One Monthly Insider Email ad

Bronze Sponsor | \$500 | Deadline 12.31.25

- Seventh-tier logo placement on website Sponsor page and on-site banners
- Recognition in Winterfest digital program

Friends of Winterfest Sponsor | Up to \$499 | Deadline 1.22.26

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

(*) See Visit Lake Geneva Co-Op Marketing Program for material requirements and reservation deadlines. Based on availability. Must use by 12/31/26.

FOR MORE INFORMATION CONTACT:
Brie Pacey - Events Manager | brie@visitlakegeneva.com | (262) 812-0023

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SPONSORSHIP AGREEMENT

Business / Organization _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Website _____

SPONSORSHIP LEVEL

- Title Sponsor | \$20,000
- Bonfires Sponsor | \$10,000
- Kid's Zone Sponsor | \$7,500
- 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
527 Center St | Lake Geneva, WI 53147
brie@visitlakegeneva.com

