

WINTERFEST

LAKE GENEVA



VISIT *Lake Geneva*

**2021 SPONSORSHIP
OPPORTUNITIES**

VISIT Lake Geneva is proud to present the 26th Annual Lake Geneva Winterfest, featuring the U.S. National Snow Sculpting Championship February 3–7, 2021. As the only national snow sculpting championship in the United States, Winterfest draws the most talented and award-winning sculpting teams from as far away as Alaska, Vermont, New York and Colorado. Fifteen qualifying teams will descend

upon Lake Geneva for an epic 72-hour public competition where their artistry will be put to the test in creating a larger-than-life gallery of amazing snow sculptures.

Winterfest has become a favorite destination for tens of thousands of visitors and a beloved annual tradition for many people each winter. In addition to the snow sculpting competition, Winterfest also features a multitude of activities for guests to enjoy, including bonfires and s'mores on Riviera Beach, a Downtown Ice Sculpture Walk, live entertainment and many more winter-themed events at activities at businesses throughout the community.



2020 Event Highlights

- ★ Record attendance of 65,000
- ★ 223,245 web page views
- ★ 2.2 million Facebook Event reach
- ★ National media coverage including The Today Show, CBS Morning News, PBS Milwaukee, TMJ4, CBS58, Fox 6, Chicago Tribune, AAA Living Magazine and Chicago Magazine
- ★ New features including S'mores on the Beach, Fire Art Performances, Laser Light Show and Children's Play Area.



Winterfest brings an estimated \$3.1 million in economic impact to the Lake Geneva region through visitor spending on lodging, dining, shopping and transportation. Beyond the financial impact to the community, Winterfest also promotes Lake Geneva as a sought-after travel destination during the winter months, helping local businesses thrive during tourism's shoulder season.

As a non-profit organization, VISIT Lake Geneva is grateful for the many sponsors and partners that have provided financial assistance, in-kind services and other critical support to bring the event to life over the years. As we prepare for Winterfest 2021 amidst the ongoing pandemic, we hope you will consider supporting VISIT Lake Geneva and Winterfest through a sponsorship.

Sponsorship Deadline: JANUARY 8, 2021

For more information:

Cherie Setteducate, Winterfest Director
eventmanager@visitlakegeneva.com
Office (262) 812-0023 | Mobile (847) 404-4519





2021 SPONSORSHIP PACKAGES

PLATINUM SPONSOR • \$3,000

- Exclusive Sponsorship of one Snow Sculpting Team* (first-come, first-serve)
- Logo and link on website Sponsor and Team pages
- Full Page color ad in online Winterfest Event Program
- Logo on Sculpture signage and event banners
- Logo on promotional posters and rack cards *(deadline 12/1)*
- Sponsor mentions in radio commercials aired on WLKG 96.1FM
- Inclusion in all event email blasts (50,000+ subscribers)
- Inclusion in social media promotion
- Option to purchase a Sponsor Masterpiece Sculpture to be placed at sponsor's location of choice *(Lake Geneva area only; additional cost of \$750)*
- One exclusive post on Visit Lake Geneva Facebook page during Winterfest event
- One exclusive Email Blast *(to be used by 6/30/21)*

() Shared with Official Hotel Sponsor*

GOLD SPONSOR • \$2,000

- Co-Sponsorship of one Snow Sculpting Team (first-come, first-serve)
- Logo and link on website Sponsor and Team pages
- Full Page color ad in online Winterfest Event Program
- Logo on Sculpture signage and event banners
- Logo on promotional posters *(deadline 12/1)*
- Sponsor mentions in radio commercials aired on WLKG 96.1FM
- Inclusion in all event email blasts (50,000+ subscribers)
- Inclusion in social media promotion
- Option to purchase a Sponsor Masterpiece Sculpture to be placed at sponsor's location of choice *(Lake Geneva area only; additional cost of \$750)*

SILVER SPONSOR • \$1,000

- Co-Sponsorship of one Snow Sculpting Team (first-come, first-serve)
- Logo and link on website Sponsor and Team pages
- Half Page color ad in online Winterfest Event Program
- Logo on Sculpture signage and event banners
- Logo on promotional posters *(deadline 12/1)*

BRONZE SPONSOR • \$500

- Logo and link on website Sponsor page
- Recognition in online Winterfest Event Program
- Logo on event banners

FRIENDS OF WINTERFEST • Up to \$499

- This level of sponsorship is ideal for individuals, families or small businesses wishing to show their support for Winterfest through a monetary gift.
- Friends of Winterfest sponsors will be recognized on event website and online Event Program.
- Free Winterfest gift with sponsorship of \$100 or more.

WINTERFEST



2021 SPONSORSHIP AGREEMENT

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

SPONSORSHIP LEVEL (check one)

- Platinum Sponsor (\$3,000)
 - Add Masterpiece Sculpture (\$750)
- Gold Sponsor (\$2,000)
 - Add Masterpiece Sculpture (\$750)
- Silver Sponsor (\$1,000)
- Bronze Sponsor (\$500)
- Friends of Winterfest \$_____

PAYMENT TYPE

- My check made payable to *Visit Lake Geneva* is enclosed
- Send me an invoice (businesses only; payable upon receipt)
- Contact me to pay by credit card

Authorized Signature: _____ Date: _____

Print Name: _____

Please return your completed Sponsorship Agreement to:

VISIT Lake Geneva
Attn: WINTERFEST
527 Center Street, Lake Geneva, WI 53147
Email: eventmanager@visitlakegeneva.com



NOTE: All sponsorship proceeds go toward event production including operational and marketing expenses. VISIT Lake Geneva is a not-for-profit 501(c)6 organization. Sponsorships are not tax deductible.