

# WINTERFEST



2023

**SPONSORSHIP OPPORTUNITIES**  
February 1 - 5, 2023



 VISIT *Lake Geneva*



***LAKE GENEVA WELCOMES ALL ...***

## **FIVE DAYS OF WINTER FUN**

VISIT Lake Geneva is proud to present the 28<sup>th</sup> Annual Lake Geneva Winterfest, featuring the U.S. National Snow Sculpting Championship February 1-5, 2023. 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 Florida. 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 and activities at businesses throughout the community.





# 2022 Event Impact

*No other event in Lake Geneva draws the kind of attention and visibility to the community and event sponsors*

## ***Your sponsorship helps bring visitors and economic impact to our community***

Each year, Winterfest attracts an estimated 60,000 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 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.



**402,308**

WEB PAGE VIEWS



**745,000 +**

FACEBOOK POST REACH



**21,793**

DIGITAL PROGRAM VIEWS

**Earned media coverage including: The Weather Channel, Yahoo Sports, Chicago Tribune, Milwaukee Journal Sentinel, Fox 6 Milwaukee, CBS58, TMJ4, ABC12, Spectrum 1, AAA Living Magazine, ABC27 Madison, NBC15 Madison and more!**



**SUCCESSFUL THIRD  
YEAR DOWNTOWN  
ICE SCULPTURE  
WALK**



**SUCCESSFUL  
ONLINE VOTING FOR  
PEOPLE'S CHOICE  
AWARD**



**EXPANDED WEBSITE  
CONTENT & SOCIAL  
MEDIA PROMOTION**



# 2023 SPONSORSHIP PACKAGES

## PLATINUM SPONSOR • \$3,000 • DEADLINE 11/30/22

- 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 brochures and promotional posters
- Sponsor mentions in radio commercials aired on WLKG 96.1FM
- Inclusion in all event email blasts (53,000+ subscribers)
- Inclusion in social media promotion
- Option to purchase a Sponsor Masterpiece Sculpture (Lake Geneva area only; additional cost \$750)
- One exclusive post on Visit Lake Geneva Facebook page during Winterfest event
- One exclusive Email Blast (to be used by 12/31/23)



## GOLD SPONSOR • \$2,000 • DEADLINE 11/30/22

- 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
- Sponsor mentions in radio commercials aired on WLKG 96.1FM
- Inclusion in all event email blasts (53,000+ subscribers)
- Inclusion in social media promotion
- Option to purchase a Sponsor Masterpiece Sculpture (Lake Geneva area only; additional cost \$750)



## SILVER SPONSOR • \$1,000 • DEADLINE 11/30/22

- 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



## BRONZE SPONSOR • \$500 • DEADLINE 12/31/22

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



## FRIENDS OF WINTERFEST SPONSORSHIP • UP TO \$499 • DEADLINE 1/31/23

- This level of sponsorship is ideal for individuals, families or small businesses wishing to show their support for Winterfest through a monetary gift.
- Recognition on event website and online Event Program

### FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES CONTACT:

John Trione, Winterfest Director • [winterfest@visitlakegeneva.com](mailto:winterfest@visitlakegeneva.com) • (262) 812-0023 (office)



## 2023 SPONSORSHIP AGREEMENT

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

### SPONSORSHIP LEVEL

- ☐ 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

- ☐ **Check** - Make payable to Visit Lake Geneva and submit with this form
- ☐ **Credit Card** - We will email you a link to pay by credit card online

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Please return this completed Agreement to:**

VISIT Lake Geneva  
Attn: WINTERFEST  
527 Center Street, Lake Geneva, WI 53147  
Email: winterfest@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.*