2026 WinterFest

Sponsorship Options

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Event Description

Winterfest is a collaborative, 3 day event intended to bring single day and overnight visitors to the downtown district. Events are held Friday through Sunday over the second weekend of December. Highlighting local businesses and community partners, events are community focused and benefit local non-profits. A winter holiday themed wine walk, Santapalooza Pub Crawl, window displays, ice sculpting contest, Santa Breakfast, Santa's Flight video booth, and Gingerbread House party are all part of Winterfest as well as other family friendly experiences and traditions to enjoy year after year.

Multi-Level Winterfest Sponsorships Available:

- 🍬Candy Cane - $250
  - Logo on Winterfest webpage
  - Pin feature on Winterfest sponsor map
  - Logo featured in collective sponsors social media post
- 🌲Evergreen - $500
  - All benefits of Candy Cane and
  - Logo in our newsletter
  - Logo on Winterfest ticketing pages
  - Logo on Banner at Carnegie Building
- ⭐North Star - $1000
  - All benefits of Evergreen and
  - Prominent logo placement on Winterfest website and sponsor map
  - Single-feature social media post highlighting your business
  - Photo feature in newsletter
  - Prominent Logo on Banner at Carnegie Building
- 🎅Santa's Flight Key Sponsor🛷 - $2500
  - Logo on every keepsake video of Santa's Flight
  - Step Up Banner with your business name & logo at event venue
  - Logo placement on ticketing webpage
  - Prominent Logo on Banner at Carnegie Building
  - Business name featured on social media advertisements for Santa's Flight
  - Exclusive promotion in Winterfest Event Guide
  - Opportunity to Volunteer at Santa's Flight – presenting your business and engaging directly with local families and visitors