



Winterfest is a 4-day event held in the Grand Haven Area annually on the last full weekend in January (January 26 – 29, 2012). For 2012, the projected attendance is more than 7,000 over the course of the event.

Winterfest Strives to Encourage:

- **Engagement:** We encourage a diverse subset of organizations including: companies, schools, museums, volunteer and social organizations to work together for a community event.
- **Education:** We work closely with local schools and organizations to promote creativity and provide an outlet to display the results to the public and make public appearances.
- **Involvement:** Whether pulling together for a human sled race, designing and building a cardboard sled, or turning colored water and bird seed into a creative piece of outdoor art, Winterfest events are activities that encourage involvement and participation and require collaboration among families and coworkers.

Some Benefits Associated With Sponsorships

- ❖ Over 7,000 on-site visitors over the 4-day festival
- ❖ Public Relations opportunities; corporate image enhancement through grass roots community involvement months in advance
- ❖ Media exposure throughout Michigan and beyond
- ❖ Radio and television interview opportunities
- ❖ On-site signage/banners
- ❖ On-site interactive exhibits/displays
- ❖ Coupon distribution opportunities
- ❖ Co-op print/radio/outdoor advertising opportunities
- ❖ Company & Staff participation opportunities
- ❖ Attachment to Winterfest web page and schedule of events
- ❖ Ground floor opportunity – first right of refusal for subsequent years
- ❖ Event recap

Friends of the Festival Sponsors

Title Sponsor: \$5000 (1)

Platinum: \$2500 (2)

Gold: \$1000 (5)

Silver: \$500

Event Sponsorship Opportunities

Luau Banner: \$200

Winterfest Trolley: \$750

Cardboard Sled Race: \$1500

Intergalactic Human Sled Race: Make it yours!

Media coverage by TV, radio, and newspaper outlets has played a big part in Winterfest's growth. Winterfest is unlike any other festival that happens in Michigan, and therefore it makes a great human interest story for many news outlets and talk shows. Winterfest is also promoted via community calendars, street banners, travel publications, Visitors Bureau publications, print advertising in newspapers, tourist publications, public service announcements (PSA's), and story placements.

Background:

Winterfest was created in the late 1970's by a group of active locals as a way to break the winter blahs in the Grand Haven Area. It was incorporated as Winterfest, Inc. in 1979 and continues to operate as Winterfest to this day.

Winterfest is a non-profit organization that is managed by a volunteer committee. Through the dedication of our volunteers and generosity of the community members who provide support, Winterfest has been able to become a truly a unique festival with many unique events and offers visitors and residents alike the opportunity to get out and get involved in the Grand Haven Area during the heart of winter. In 2010, the cardboard sled race alone involved 180 sleds with approximately 700 direct participants and hundreds more coming to cheer on their family and friends.

Over the years, Winterfest has offered many different events to many different people over different time frames. Its current form dates back to 2003 when the dates were set over one weekend and a new emphasis was placed on our motto, "Winter Fun for Everyone", by having participation based activities for all ages.



Future:



As the festival grows, more and more attendees are coming from outside the Grand Haven Area, which in turn helps build the excitement for people who live within the area. The Winterfest committee continues to place its emphasis on providing unique and interesting events that allow people to participate in the festival. Winterfest has added numerous events over the past few years and plans to continue adding new ones as our volunteer base and funding allows. Winterfest strives to encompass all age groups and is always looking for new events that are

a good fit for the schedule of events and meet our motto: Winter Fun for Everyone.

Sponsorship Opportunities:

Winterfest offers unique opportunities to connect your organization with the Grand Haven Area community and beyond. By sponsoring Winterfest you are able to connect with people after the holidays, during the dead of winter, and become part of the energy that surrounds Winterfest. You will become part of a long standing festival that has a great grass roots heritage, plans for continued growth, and dare we say it... Winter Fun for Everyone.

- ❖ **Friends of the Festival Sponsors:** Friends of Winterfest are recognized throughout the festival's events, schedules, and promotional materials as supporters of the festival as a whole and the great events that people love to attend.
- ❖ **Event Sponsors:** There are two ways to be an Event Sponsor. Many organizations run the event, organize their own volunteers, and provide the economic assistance required to run the event. Certain events, such as the Cardboard Sled Race, which require additional funding and significant manpower, can be co-sponsored by an economic partner and logistics partner.

Specific Opportunities:

The Packages presented below are an overview of the various possibilities, but we would like to work with you to customize a program that best reflects your business philosophy and marketing needs. Please let us know how we can work together!

Title Sponsor: \$5,000 – Available

As sponsor we would like to determine the specific needs of the sponsor.
The items listed below are a general overview of what that might include.

- ❖ Sponsor Status: Title-Exclusivity
- ❖ Recognized as a community leader
- ❖ Logo Usage Rights for advertising/promotion supporting event.
- ❖ Primary Product Display/Exhibit/Product Sampling
- ❖ Insert in Schedule (sponsor supplied materials)
- ❖ Right to host pre-approved event/activity (e.g. reception, VIP party, etc.)
- ❖ Credit in co-Sponsor Media/Promotions
- ❖ Primary Logo in Brochure
- ❖ Primary Logo on Poster
- ❖ Primary Logo on Web Site
- ❖ Primary Logo in all Print Advertisement
- ❖ On-site banners at numerous locations (provided by Winterfest)
- ❖ On-site recognition and thank you from Winterfest committee members

Platinum Sponsor: \$2,500 – Available

As sponsor we would like to determine the specific needs of the sponsor.
The items listed below are a general overview of what that might include.

- ❖ Sponsor Status: limited availability
- ❖ Recognized as a friend of the festival
- ❖ Logo Usage Rights for advertising/promotion supporting event.
- ❖ Primary Product Display/Exhibit/Product Sampling
- ❖ Credit in co-Sponsor Media/Promotions
- ❖ Logo in Brochure
- ❖ Logo in Brochure and Web Site

- ❖ Logo in all Print Advertisement
- ❖ On-site banners at numerous locations (provided by Winterfest)
- ❖ On-site recognition and thank you from Winterfest committee members

Event Sponsor for Cardboard Sled Race: \$1,500 – Available

As sponsor we would like to determine the specific needs of the sponsor.

The items listed below are a general overview of what that might include.

- ❖ Sponsor Status: Co-event Sponsor with Coldwell Banker
- ❖ Logo Usage Rights for advertising/promotion supporting event.
- ❖ Primary Product Display/Exhibit/Product Sampling
- ❖ Logo in Brochure and Web Site
- ❖ On-site banners at Mulligan’s Hollow and Luau (provided by Winterfest)
- ❖ On-site recognition and thank you from Winterfest committee members

Event Sponsor for Intergalactic Human Sled Race Championship: Event organization and management – Available

As sponsor we would like to determine the specific needs of the sponsor.

The items listed below are a general overview of what that might include.

- ❖ Please contact Kevin or Nicole to talk about this great opportunity to be the driving force behind the popular and growing event. Your organization would provide the volunteers and resources necessary to run the event with the help and support of Winterfest volunteers.
- ❖ Kevin Galbavi: 616.402.4887 Nicole Rant: 616.638.7007

Luau Banner Sponsor: \$200 – Available

- ❖ A limited number of banners will be displayed along the sides of the 320 foot long heated Winterfest Luau tent. On-site banners at the Winterfest Luau tent (provided by Winterfest)
- ❖ On-site recognition and thank you from Winterfest committee members

Winterfest Trolley Sponsor: \$750 – Available

- ❖ The shuttle(s) runs a route through downtown Grand Haven to Mulligan’s Hollow on Saturday and is used by hundreds of people. Sponsor banners are placed along the outside of the Winterfest Trolley. Banners on the trolley (provided by Winterfest)
- ❖ Logo in Brochure and Web Site

Past Event Sponsors:

- ❖ Photography Contest: Tri-Cities Historical Museum
- ❖ Glow Bowl: Mulligan’s Hollow Ski Bowl
- ❖ Art Reception: Tri-Cities Historical Museum and Anthony’s Kicked Up Catering
- ❖ Intergalactic Human Sled Race Championship: *Available*
- ❖ Family Dog Pull: City Farmer
- ❖ Cardboard Sled Race: Coldwell Banker *and you* 😊
- ❖ Kid’s Day: Tri-Cities Kiwanis
- ❖ Race of Kings Hamster/Gerbil Race: Rochester’s Reef
- ❖ Snowboard and Ski Competition: Buffalo Bob’s
- ❖ Snow Angel Contest: Sweet Temptations

*PLEASE NOTE: SPONSORSHIP PACKAGES ARE LIMITED AND ARE SUBJECT TO CHANGE AT ANY TIME.

