



Join the SPONSOR GALAXY

Welcome to the 2016 St. Cloud Winter Festival!

Last year 20,000 people were exposed to the Winter Nights & Lights Festival. Our 16th annual Winter Festival is currently being planned for December 9th through 11th. A Dashing Through the Snow Softball game has been added, turning the 2-day event into a 3-day event. Included in this packet is an outline of the sponsorship levels as well as a Sponsorship Commitment Form. Please feel free to contact Pegg A.K. Gustafson, Downtown Council President, at 320-257-8600, pegg@stclouddowntown.com if you have any questions.

- *Your support is partially tax deductible through the St. Cloud Downtown Alliance Foundation.*
- ***Early sponsorship gives you extra exposure for months on the website, Social Media and early printed materials.***
- *Your sponsorship and involvement supports Downtown and an effective organization.*
- *Your sponsorship provides exciting and memorable community activities.*
- *Your sponsorship includes an entry in the Parade; gets you seen by over 16,000 smiles.*
- *Sponsorship advertising is an exceptional value.*
- *An amazing treat for your staff and clients.*
- *Allows us to continue providing and enhancing this holiday tradition.*
- *It's just plain fun!*



ST. CLOUD
DOWNTOWN
COUNCIL
& ALLIANCE FOUNDATION

501 W. St. Germain St, Suite 102
St. Cloud, MN 56301 | 320.257.8600
pegg@stclouddowntown.com

2016 Sponsorship Exposure

<p>Radio Advertising Sponsors to be mentioned on radio stations to promote the various events and activities.</p> <p>Logo on Print Advertising Company logo included on all print advertising and a Thank You ad following the Festival.</p> <p>Logo on Posters Company logo included on marketing posters distributed throughout the region.</p> <p>Logo in Mailing Company logo included in direct mailing to over 30,000 households.</p> <p>Banner Displays Your company's banner displayed during the Festival activities. Location varies based on level of sponsorship. Company to provide banner. Company logo of all sponsors on banner during Parade and along parade route.</p>	<p>Logo on DTC website Company logo and link on sponsorship page for 12 months.</p> <p>Logo in weekly e-newsletters Company logo to be included in pre-Festival e-newsletters and official communication to our members and subscribers.</p> <p>Social Media Promotions Sponsors to be promoted via Social Media.</p> <p>Entry in the Parade Company encouraged to enter a lighted unit in the Parade.</p> <p>On-Site Mentions Company name to be mentioned at the sponsored site.</p> <p>Attendees In 2015, approximately 20,000 attended the Festival. We expect even more in 2016!</p>
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3-Day Festival Sponsorship Opportunities *(as of Aug 2016)*

Empire Run, Ice & Pub Plunge Sponsor \$3,000 Level (exclusive)

You've never jumped into frigid Minnesota waters in December? We'd like to change that! We plan to host an Empire Plunge again this year, along with a fun run and Pub Plunge. Plungers will receive a collector plunge cup & t-shirt (to be used in Downtown afterwards at participating establishments).

Jedi Tree Lighting Sponsor \$2,000 Level

New this year, be part of the tree lighting ceremony following the Parade. Music, carriage rides, count down to the lighting, opportunity to welcome the festive crowd.

Princess Leia Grand Marshal Sponsor \$2,000 Level (exclusive)

This sponsor will have the opportunity to get autographs and photos with our Grand Marshal.

Skywalker Parade Sponsors \$1,000 Level (multiple)

Last year we welcomed close to 16,000 parade attendees and expect even more this year!

Yoda Gingerbread House Contest \$750 Level (multiple)

NEW this year, gingerbread house entries will be on display at the Courtyard by Marriott between December 5-10. First, second and third place prizes will be announced as part of the Tree Lighting Ceremony.

Touch-A-Truck Imperial Sponsors \$750 Level (multiple)

The *Winter Wonderland* at Lake George on Saturday afternoon provides many activities such as cookie decorating, petting zoo, wagon rides, Santa and more. Kids (and kids at heart) will be able to climb on and interact with firetrucks, police cars, garbage trucks and construction equipment.

Santa's B-Wing Sleigh Sponsors \$500 Level (multiple)

There is only ONE Santa! He and Ms. Claus end the Parade each year with the live reindeer, Donner and Blitzen, to delight our guests at any age.

Solo Softball Tournament \$500 Level (multiple)

Also NEW this year. Some freezing fun for families to on Sunday, December 11 at Whitney Park as part of the Winter Nights & Lights Festival.

Chewbacca Choir Sponsors \$250 Level (multiple)

What is a Winter Festival without music?! Choirs will be performing while people are lining up for the Parade on Saturday and again during the Tree Lighting Ceremony.



2016 Sponsor Levels

EMPIRE ICE, RUN & PUB PLUNGE SPONSOR: \$3,000

- Exclusive Sponsorship
- Host the Plunge
- Logo on banner at Plunge location
- Logo on Plunge Pub Cups
- On-site promotions
- Logo displayed at all button locations
- Logo on all print advertising & posters
- Logo on mailing to 30,000+ households
- Logo and link on website
- Mention on radio
- Complimentary booth space
- Logo in e-newsletters
- Social Media promotion
- Parade entry; logo along route
- Inclusion in thank-you ad

JEDI TREE LIGHTING SPONSOR: \$2,000

- Exclusive Sponsorship
- Host the lighting ceremony
- Logo on banner at tree lighting
- On-site promotions
- Logo on all print advertising
- Logo on poster
- Logo on mailing to 30,000+ households
- Logo and link on website
- Complimentary booth space
- Logo in e-newsletters
- Social promotion
- On-site mentions
- Parade entry; logo along route
- Inclusion in thank-you ad

PRINCESS LEIA GRAND MARSHAL: \$2,000

- Exclusive Sponsor
- Logo on Grand Marshal vehicle
- Autographs and photos with Grand Marshal
- Logo on all print advertising, posters
- Logo on mailing to 30,000+ households
- Logo and link on website
- Complimentary booth space
- Logo in e-newsletters
- Social Media promotion
- Parade entry; logo along route
- Inclusion in thank-you ad

SKYWALKER PARADE SPONSOR: \$1,000

- Logo on Parade Sponsor Banner
- Logo on all print advertising, posters
- Logo on mailing to 30,000+ households
- Logo and link on website
- Complimentary booth space
- Logo in e-newsletters
- Social Media promotion
- On-site mentions
- Parade entry; logo along route
- Inclusion in thank-you ad

YODA GINGERBREAD CONTEST SPONSOR: \$750

- Banner recognition on site during contest
- Announce the winners at the Tree Lighting
- Logo on all print materials, posters
- Logo on mailing to 30,000+ households
- Logo and link on website
- Logo in e-newsletters
- Social Media promotion
- Parade entry; logo along route
- Inclusion in thank-you ad

TOUCH-A-TRUCK IMPERIAL SPONSOR: \$750

- Banner recognition on site at Lake George
- Logo on all print materials, posters
- Logo on mailing to 30,000+ households
- Logo and link on website
- Logo in e-newsletters
- Social Media promotion
- Parade entry; logo along route
- Inclusion in thank-you ad

SANTA'S B-WING SLEIGH SPONSOR: \$500

- Banner recognition on back of sleigh
- Logo on all print materials, posters
- Logo on mailing to 30,000+ households
- Logo and link on website
- Logo in e-newsletters
- Social Media promotion
- Parade entry; logo along route
- Inclusion in thank-you ad

HANS SOLO SOFTBALL TOURNEY SPONSOR: \$500

- Banner recognition at event
- Logo on all print materials, posters
- Logo on mailing to 30,000+ households
- Logo and link on website
- Logo in e-newsletters
- Social Media promotion
- Parade entry; logo along route
- Inclusion in thank-you ad

CHEWBACCA CHOIR SPONSOR: \$250

- Banner recognition at tree lighting
- Logo on all print materials, posters
- Logo on mailing to 30,000+ households
- Logo and link on website
- Logo in e-newsletters
- Social Media promotion
- Parade entry; logo along route
- Inclusion in thank-you ad

The sooner you sign up to sponsor, the more exposure you'll get!



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COUNCIL**
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2016 St. Cloud Winter Festival Sponsorship Levels

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2016 Winter Nights & Lights Festival Sponsor Sign Up

The Parade will be held on Saturday, December 10, 2016 starting at 5:00 p.m.



Business Name _____
Contact Name _____
Address _____
City, State, Zip _____
Phone _____
Email _____
Web Site _____

- Yes, we will have a Parade entry (parade entry form will be sent)
- Yes, we will have a booth along West St. Germain prior to and during the Parade.

SPONSOR LEVELS:

- \$3,000 Empire Ice, Run & Pub Plunge
- \$2,000 Princess Leia Grand Marshal
- \$1,000 Skywalker Parade
- \$750 Yoda Gingerbread Contest
- \$750 Touch-A-Truck
- \$500 Santa's B-Wing Sleigh
- \$500 Hans Solo Softball Tourney
- \$250 Chewbacca Choir

DONATION: Rather than sponsor, our company will make a tax-deductible donation for:

- \$200
- \$100
- \$_____ other

PAYMENT TYPE

- Payment Enclosed
- Credit Card
- Please invoice our company

VISA | Mastercard | Discover CC# _____
Exp Date _____ Name on card _____

LOGO FILE

(NOTE: send high resolution logo file to pegg@stcloudowntown.com no later than **October 20** to ensure promotional inclusion)

My signature confirms that I am to act on behalf of the host organization and that I have read, understand and agree to abide by the rules of the Winter Nights & Lights Parade. We agree to sponsor and pay the above sponsorship level fees in full by **November 16, 2016**.

Signature: _____ Dated: _____

Without the generous support of our sponsors, we could not host this event. **Thank you!**

Email or mail to:



501 W. St. Germain St, Suite 120, St. Cloud, MN 56301 | (320) 257-8600 | pegg@stcloudowntown.com