



## WINTERFEST INFORMATION & SPONSORSHIP OPPORTUNITIES

WinterFest takes place Feb 3 – 5, 2022 with all the traditional events and more! Gather your staff and make plans to host something “extra” to draw folks into your business! Simmer up a pot of soup and vie for a coveted Golden Ladle! Offer a wristband special that is too good to be true! WinterFest is a weekend of good old-fashioned fun for all ages where residents and visitors can enjoy Crosslake hospitality, amenities, fabulous shopping, dining and more!

Please consider a financial sponsorship so we can host and market WinterFest this year! In exchange we'll provide terrific marketing exposure to highlight and showcase your business!



**SOLD**

### **BLIZZARD SPONSORSHIP: \$1,500 - Thank you D&D Beer Co./Coors Light!**

- ALL the benefits of JackFrost Sponsorship PLUS:
- Business Logo on 500 beer koozie commemorative items and 800+ wristbands distributed for sale.
- Sponsor will provide and hang 6' general event banners at (10-12) Chamber establishments in Crosslake on or before December 20, 2019 and provide additional banners for the event as requested by Chamber, not to exceed 20 banners
- Business logo on WinterFest newspaper print advertising purchased by Chamber
- First opportunity to purchase St. Patrick's Day Parade and Crosslake Days Brew and/or Spirit Sponsorships



### **JACK FROST SPONSORSHIP: \$500 (Only 10 available!) Commitment Date: January 14, 2022**

- ALL the benefits of Frostbite Sponsorship PLUS:
- Business logo, with link to your website listed by sponsorship level on the Chamber website
- Business name acknowledged on one WJJY's Community Focus radio program before the event.
- Business name acknowledged on one R&J Radio Morning Show aired live on 3WI 100.5FM
- Two complimentary commemorative items (2022 Coors Light Beer Koozies)



### **FROSTBITE SPONSORSHIP: \$300 (Unlimited) Commitment Date: January 14, 2022**

- ALL the benefits of Snowflake Sponsorship PLUS:
- Business name on Thank you sponsor banner at Chamber Welcome Center during and 30 days following event
- Your business event (if any) printed on WinterFest event fliers distributed community wide
- Four complimentary WinterFest wristbands



### **SNOWFLAKE SPONSORSHIP: \$200 (Unlimited) Commitment Date: January 14, 2022**

- Business name acknowledged by sponsor level on Chamber's websites and printed WinterFest fliers
- Your business event (if any) listed on Chamber websites and Crosslake app
- Business acknowledged on WinterFest social media efforts
- Participation fee waived for SoupFest participation

# SPONSORSHIP FORM

YES – We are proud to sponsor this years' 2022 Crosslake WinterFest Celebration.



**BLIZZARD  
SPONSOR**

- ☐ **Blizzard Sponsor: \$1,500 SOLD - D&D Beer Co.**      ☐ **Jack Frost Sponsor: \$500**  
☐ **Frostbite Sponsor: \$300**      ☐ **Snowflake Sponsor: \$200**

NOTE: All other donations are greatly appreciated and will be acknowledged on the Chamber website and may appear in a portion of the marketing materials. All details may be subject to change.

## BUSINESS INFORMATION

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

**Physical Address:** \_\_\_\_\_

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

**Contact Name:** \_\_\_\_\_

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

**Signature:** \_\_\_\_\_

## INVESTMENT INFORMATION

**Total Investment: \$** \_\_\_\_\_

- ☐ **Check enclosed. Check number:** \_\_\_\_\_ (Payable to the Crosslake Chamber of Commerce)  
☐ **I'm a Chamber member, please invoice my business**  
☐ **Please contact me for credit card information**

## QUESTIONS

**Cindy Myogeto, Crosslake Chamber Director:** (218) 692-4027 | [Cindy@Crosslake.com](mailto:Cindy@Crosslake.com)

**Jessica Eide, Winterfest Committee Chair:** (218) 692-3575 - Moonlite Bay Restaurant | [Jessica@MoonliteBay.com](mailto:Jessica@MoonliteBay.com)

## SPONSORSHIP COMMITMENT DATE: **JANUARY 14, 2022**

To assure you will receive ALL benefits laid out in this sponsorship form, we request that your donation commitment be received by January 14, 2022, so that the event may proceed as planned. Sponsorships will continue to be accepted after the deadline (January 14, 2022) but advertising and marketing opportunities may

*The Event Committees reserve the right to make final decisions regarding marketing consistency & event organizational needs.*

**Make checks payable and mail with this agreement to:**

Brainerd Lakes or Crosslake Chamber of Commerce  
Crosslake WinterFest, P.O. Box 315, Crosslake, MN 56442

