



2016 Sponsorship Opportunities

INTRODUCING THE DULUTH WINTER VILLAGE

Duluth Loves Local is a grassroots movement that wants consumers to think local first, and by doing so, positively impact the place we call home. Through our winter market, we hope to showcase local businesses to our larger region with a free, community event that helps everyone get in the holiday spirit.

OUR MISSION

To bring the community together to celebrate local business during the holiday season.

WHY SPONSOR?

When you buy products and services from independent and locally owned businesses, you're supporting the Duluth economy. Best of all you're supporting our friends and neighbors. Sponsoring this event shows your pride and support of our region, along with your holiday spirit. It's a great way to bring the community together, and we need your help to do it.

YOUR DOLLARS GO TOWARD:

- Building winter-proof booths (sourcing of construction materials, time and talent)
- Event logistics and electricity
- Offsetting the costs for local businesses to participate
- Fun things like permits and insurance (!)
- Crafting an environment that captures the holiday spirit
- Promotion and marketing
- Making this a free event for all to attend



SNOWFLAKE UP TO \$500

- Logo placement on website
- One (1) social media mention
- Winter Village swag



HOT COCOA UP TO \$1,000

- Logo placement on website
- Social mentions (2)
- Invite to the sponsor pre-party
- Winter Village swag



CANDY CANE \$5,000+

- Logo placement on website
- Social mentions (4)
- Invite to the sponsor pre-party
- VIP sponsor area access during the event
- Winter Village swag



SNOWMAN \$10,000+

- Logo placement on all major signage
- Blog post on company/principals
- Social mentions (6)
- Ability to host a part of the event – i.e. hot cocoa bar, ice sculpture, photo booth
- Ability to do an account takeover of our Instagram @duluthloveslocal for a day
- VIP sponsor area access during the event
- Naming of a lane within the Winter Village
- Winter Village swag



BLIZZARD \$20,000+

- Logo placement on all major signage
- Blog post on company/principals
- Social mentions (6)
- Prominent sponsor recognition on all event-related marketing & promotional collateral
- Opportunity to make welcoming comments at event
- VIP sponsor area access during the event
- Naming of a lane within the Winter Village
- Ability to provide up to three (3) banners to be posted throughout the event
- Winter Village swag

CONTACT: Ben Mork

218.310.0326 | benmork@duluthwintervillage.com