



# 2017 Sponsorship Opportunities

## BECOME A DULUTH WINTER VILLAGE SPONSOR

As a sponsor, you're supporting a festive holiday event that's free for all to attend and celebrates our thriving local community. Started in 2016, the Duluth Winter Village is a showcase of all things local, including local shopping, local restaurants, local beverages, bonfires on the shore using local firewood, local music and more. It is hosted on the grounds of Glensheen during the first weekend of December.

This annual event is planned and organized by Duluth Loves Local, a grassroots movement that wants consumers to think local first, and by doing so, positively impact the place we call home.

### 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 also gives you access to an event that had:

- Over 10,000 attendees in its first year
- Glensheen's highest day of ticket sales to date
- Over 30 local business participants

It's a great way to bring the community together, and we need your help to do it.

### YOUR SPONSOR DOLLARS GO TOWARD:

- Event logistics and electricity
- Transportation of 30 cabins to and from event
- Shuttle buses for guests
- 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



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## SPONSOR LEVELS INCLUDE:

- **GIVEAWAY SOCIAL SPONSOR: \$150.** As an event giveaway sponsor, you'll provide an item to be raffled off, and the Duluth Winter Village will share on social and at the event for promotion. Item is up to your discretion. Last year, the event page had over 5,000 interested attendees and we currently have over 1,500 followers on our Facebook page who will be asked to like your page to enter the giveaway.
- **12 DAYS OF WINTER VILLAGE SPONSOR: \$200.** For 12 days leading up to the event, we will put paid media behind our 12 Days of Winter Village Giveaways. As a sponsor, you provide an item to be given away via social media contest, and the Duluth Winter Village will promote your giveaway with both paid ads and organic posts on our Facebook page and event page. To enter, participants will be asked to like your Facebook page.
- **CANDY CANE SPONSOR: \$250.** At this level, you can put any marketing materials or giveaway items in our event swags bags, which will be divvied up and handed out at the entrance until they're gone on both days. Maximum 3,000. You'll also be included on [duluthwintervillage.com](http://duluthwintervillage.com) as a sponsor.
- **SNOWMAN SPONSOR: \$499.** Print your logo on the exterior of our swag bags, which will be reusable and given away for free at the door. Limit 8 sponsors. You'll also be able to put any marketing materials or giveaway into the bag, and included on [duluthwintervillage.com](http://duluthwintervillage.com) as a sponsor.
- **BLIZZARD SPONSOR: \$1,000.** Premium sponsorship that includes social media promotion on our event and Facebook page, your logo printed on our event poster and on the exterior of the swag bag, marketing materials or giveaway items included in bag and your logo on the [duluthwintervillage.com](http://duluthwintervillage.com) website.
- **HERITAGE CABIN SPONSOR: \$2,000.** Permanent bronze plaque attached to one of the Duluth Winter Village cabins, meaning exposure every year at the event and as the cabins are rented for other community events. Also includes social media promotion on our event and Facebook page, your logo printed on our event poster and on the exterior of the swag bag, marketing materials or giveaway items included in bag and your logo on the [duluthwintervillage.com](http://duluthwintervillage.com) website.

**CUSTOM SPONSORSHIP PACKAGES AVAILABLE FOR AMOUNTS OF \$2,000 AND UP**, including banner on the fence at Glensheen, blog posts and social content. Contact Mallory Moore at [hello@duluthwintervillage.com](mailto:hello@duluthwintervillage.com) for more information.