



Duluth Winter Village

2018 Sponsorship

What is the [Duluth Winter Village](#)?

Our mission: to bring the community together to celebrate local business during the holiday season.

The Duluth Winter Village is organized by Duluth Loves Local and a small volunteer committee. Over 30 local Duluth-area businesses participate. The event is hosted on the grounds of Glensheen, and sponsored by local businesses and corporations who believe in sustaining our local economy.

Event Audience

- Families, young professionals, visitors and locals alike
- Supporters of local business
- Business owners and members of the business community
- Connected to what's happening in Duluth

Two Years of Event Success

- 17,000 event visitors in 2017
- 10,000 event visitors in 2016 (inaugural year)
- [2.3k active fans on Facebook](#)
- [1.8k followers on Instagram](#)
- [10,000 followers opted in to the 2017 event](#)

This is a Duluth Loves Local event, which has [7k Facebook fans](#) and over [11k Instagram followers](#).

Why Sponsor?

Sponsoring is a way to connect with the event beyond occupying a cabin space, such as:

- Service-based companies that want to connect with young professionals and/or families
- Medium to large businesses that want to support business owners and development
- Regional corporations that believe in the power of community and giving back
- New or online businesses who want to increase awareness

What Your Sponsorship Means

This free event would not be possible without sponsors. Your support provides free shuttles for guests, ample parking, electricity for the entire village, event decor and design, planning and logistics, and more. We do not charge for entry because we want to make supporting local businesses available (and fun!) for all.

This event is one of a kind, and we're so grateful for your part in making it happen.

Sponsorship Levels

MAP SPONSOR ONLY - \$325

Map sponsor: logo placement on our printed map that will be handed out to guests. May include an offer or promo, max 150 characters. This is a great way to speak directly to our Duluth Winter Village guests.

CANDY CANE SPONSOR - \$500+

- Social media mention (1)
- Listed on duluthwintervillage.com

SNOWFALL SPONSOR - \$1,000+ (Most popular option)

- Social media mentions (2)
- Listed on duluthwintervillage.com
- Poster sponsor: logo on event posters displayed in the month leading up to the event and distributed to local and regional businesses.
- Map sponsor: logo placement on our printed map that will be handed out to guests. May include an offer or promo, max 150 characters

BLIZZARD SPONSOR - \$2,000+

- Social media mentions (3)
- Listed on duluthwintervillage.com
- Listed on social media promo video
- Poster sponsor: logo on event poster displayed in the month leading up to the event
- Map sponsor: logo placement on our printed map that will be handed out to guests. May include an offer or promo, max 150 characters
- Name a cabin! Become a heritage cabin sponsor with your business name on the cabin for the life of the cabin

PREMIER SPONSOR - \$5,000+

All of the above, plus:

- Signage on Glensheen parking lot fence, which can be on display the entire week of the event.
- An opportunity to be present at the event, either: (1) an activity for guests (photo wall, game, mascot, free class, live demo) or (2) to hand out materials or (3) to meet with vendors during setup, or before the event begins.