



2023 WinterFest

Sponsorship Options
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Event Description

Winterfest is a collaborative, 3 day event intended to bring single day and overnight visitors to the downtown district. Events are held Friday through Sunday over the second weekend of December. Highlighting local businesses and community partners, events are community focused and benefit local non-profits such as the Snohomish Community Food Bank, Hand in Hand, and the Snohomish Boys & Girls Club. A winter holiday themed wine walk, window displays, ice sculpting contest, Santa Breakfast, Winter Market, and Gingerbread House displays are all part of Winterfest.

Presenting Sponsor

- **Season presenting sponsor - \$5,000 (1 available)**
For all events of the weekend, we will feature your business logo on the following items:
 - HDSA Website and Winterfest webpage
 - Winterfest Marketing Emails and Ad in the Herald
 - Radio Ads
 - Instagram and Facebook event ads
 - Podcast promotion
- **Single event presenting sponsor - \$2,000 (4 available)**
For a single event, we will feature your business logo on the following items:
 - Banners and/or posters
 - Event specific social media ads
 - HDSA Winterfest webpage
 - Instagram and Facebook event ads
 - Podcast promotion