



# 2025 Wine Walks

Sponsorship Options  
winewalks.hdsa@gmail.com

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## Event Description

We are planning three (3) Snohomish Wine Walks for the 2025 season: June 7, Sept. 13, and Dec. 13. We are expecting 300-450 attendees at each event, and 10-15 merchant and winery pairings to participate. To help fund the event, we are offering a variety of sponsorship opportunities at a variety of price points to highlight your business as a prime HDSA supporter.

## Presenting Sponsor

- **Season presenting sponsor - \$6,000 (1 available)**  
For all three wine walks of the season, we will feature your business logo *exclusively* on the following items:
  - Wine Walk Event Page and Ticket Pages
  - Event map handed out to each wine walk participant
  - Winery signs located at each pouring location
  - Instagram and Facebook event ads
  - Wine walk marketing emails
  - Newsletter Info Graphic
- **June and September event presenting sponsor - \$2,000 each (2 available)**  
For a single wine walk, we will feature your business logo on the following items:
  - Single Event Ticket Page
  - Walk map handed out to each wine walk participant
  - Winery signs located at each pouring location
  - HDSA wine walk website
  - Instagram and Facebook event ads
  - Wine walk marketing emails
- **December event presenting sponsor - \$3,000 (1 available)**  
For a single wine walk, we will feature your business logo on the following items:
  - Single Event Ticket Page
  - Walk map handed out to each wine walk participant
  - Winery signs located at each pouring location
  - Wine walk marketing emails
  - Instagram and Facebook event ads
  - Special edition “Holiday” wine glasses
  - Special edition “Holiday” 2 bottle wine totes



# 2025 WinterFest

Sponsorship Options

manager@historicdowntownsnohomish.org

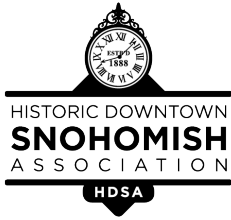
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## Event Description

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. A winter holiday themed wine walk, Santapalooza Pub Crawl, window displays, ice sculpting contest, Santa Breakfast, Santa's Flight video booth, and Gingerbread House party are all part of Winterfest as well as other family friendly experiences and traditions to enjoy year after year.

### Multi-Level Winterfest Sponsorships Available:

- 🍭 Candy Cane - \$250
  - Logo on Winterfest webpage
  - Pin feature on Winterfest sponsor map
  - Logo featured in collective sponsors social media post
- 🌲 Evergreen - \$500
  - All benefits of Candy Cane and
  - Logo in our newsletter
  - Logo on Winterfest ticketing pages
- ⭐ North Star - \$1000
  - All benefits of Evergreen and
  - Prominent logo placement on Winterfest website and sponsor map
  - Single-feature social media post highlighting your business
  - Photo feature in newsletter
- 🎅 Santa's Flight Key Sponsor 🗑️ - \$2500
  - Logo on every keepsake video of Santa's Flight
  - On-screen display in the Winterfest photo booth
  - Logo placement on signage and ticketing webpage
  - Business name featured on social media advertisements for Santa's Flight
  - Exclusive promotion in Winterfest Event Guide
  - Volunteer at Santa's Flight – presenting your business and engaging directly with local families and visitors



# Snohomish Storytellers Podcast

Season 3 Sponsorship Options

manager@historicdowntownsnohomish.org

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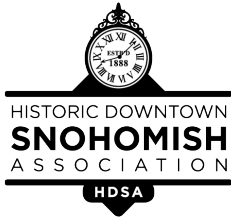
## Program Description

The Snohomish Storytellers Podcast was launched in August 2022. Storytelling is the most powerful communications tool in history and is universal to the human experience. Here in our little corner of the universe, Snohomish, we have a strong sense of community and heritage founded in the whispers of yesterday's stories and the narrative of what is being written today. Snohomish Storytellers captures this through organic conversation between Snohomies - former, present, and future! Discover what ties us all together in a community that has a deep sense of identity as we learn from each other's shared, human experiences.

This new modality of outreach has brought in over 1800 unique listeners, a growth of 157% in one year! Repeat listeners make up 50% of our audience and our podcast receives over 1900 impressions each month. The majority of listeners are local residents who live, work, and do business in Snohomish. This is a great way to consistently share your brand and become a household name in the Snohomish community.

## Presenting Sponsor

- **Season presenting sponsor - \$4,500 – 2 available**
- Customized, organic ad read by our Snohomish Storytellers hosts ([click for example](#))
  - Plays once during all episodes during your contract
  - 3 ads to rotate through the season
  - Most fitting placement for your business according to our guests, when possible (ex: family brand on interview with ice cream shop owner)
- Logo on HDSA Website and Snohomish Storytellers Webpage
- Tile ad for Instagram and Facebook episode releases



# 2025 General

## Sponsorship Options

[manager@historicdowntownsnohomish.org](mailto:manager@historicdowntownsnohomish.org)

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### Program Description

HDSA is a constant presence in and around the downtown district. Our work expands across historic preservation programs, events, economic development courses, place making projects, district beautification, non-profit representation at city and community events, and so much more. We advertise these efforts through mediums like local travel magazines, Puget Sound Media publications, local radio ads, event posters and banners, our Snohomish Storytellers Podcast, an extensive and growing social media audience, newsletters, email blasts, and local media outreach.

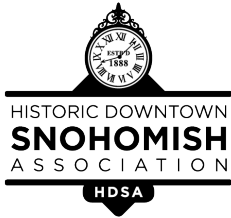
As an HDSA presenting sponsor, we will work with you to create a custom sponsorship program that will feature your business throughout our different outlets and mediums for the entire season. A consistent visual representation of your brand maximizes the exposure of your business and increases recognition in the local market. This customized option is perfect for those who want to support multiple programs or events offered by HDSA and begins at \$5,000.

Please email our executive director, Maygen Hetherington, to set up a consultation:

[manager@historicdowntownsnohomish.org](mailto:manager@historicdowntownsnohomish.org)

HISTORIC DOWNTOWN  
SNOHOMISH  
ASSOCIATION

HDSA



# 2025 Snohomish Pride

Sponsorship Options

info@historicrodowntownsnohomish.org

Snohomish Pride will take place June 7th, 2025, with festivities starting at 10 AM. The event includes a parade down 1st Street, followed by a street festival that will include an art/vendor market centering BIPOC & LGBTQIA+ artists, makers and food trucks, drag show, live music, and kids activities. We are partnering with downtown businesses and organizations to encourage pride-related events into the evening hours, including a pride themed wine walk, party at a local bar, decor in local shops, and other fun events.

## ♥ Blue Heart Level - \$500

Your logo will be featured on the following

- PRIDE webpage
- Sponsor thank you posts on Instagram and Facebook
- HDSA Newsletter
- Parade entry

## ♥ Green Heart Level - \$1000

Your logo will be featured on the following

- PRIDE posters
- PRIDE webpage
- Sponsor thank you posts on Instagram and Facebook
- HDSA Newsletter
- Parade entry

## ♥ Yellow Heart Level - \$2500 (5 available)

Your logo will be featured on the following

- PRIDE webpage and ticket pages
- Event schedule/map
- PRIDE posters
- TV screen at drag show
- Sponsor thank you posts on Instagram and Facebook
- HDSA Newsletter Infographic
- Parade entry with permission to hand out promotional material during parade
- 10x10 Booth at Pride Pop Up Market in Sponsored Area

## 🌈 Rainbow Heart Level - \$6000 (1 available)

Your logo will be featured on the following

- PRIDE webpage and ticket pages

- *Event schedule/map*
- *PRIDE posters*
- *Select event signage*
- *Instagram and Facebook event ads with company tag*
- *Sponsor thank you posts on Instagram and Facebook*
- *HDSA Newsletter Infographic*
- Presenting sponsor announcements by parade DJ and emcee
- Parade entry with permission to hand out promotional material during parade
- 10x10 Booth at Pride Pop Up Market in Sponsored Area
- HDSA Podcast Promotion

