



2025 WinterFest

Sponsorship Options

manager@historicdowntownsnohomish.org

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, Santapalooza Pub Crawl, window displays, ice sculpting contest, Santa Breakfast, Winter Market, Craft Session, and Gingerbread House party are all part of Winterfest as well as other family friendly experiences and traditions to enjoy year after year.

Presenting Sponsor

- **Season presenting sponsor - \$7,500 (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**

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

Options for Single Event Sponsorships:

- Santapalooza \$500
- Tools of the Trade Ice Sculpting Contest \$500
- Winterfest Craft and Cheer \$500
- Winterfest Market \$1,500
- Gingerbread House Party \$1,500
- Super Secret Santa Experience \$2,000 (*your sponsorship gets you inside information to this amazing new feature of Winterfest 2025. It is a lasting memory opportunity not to be missed*)