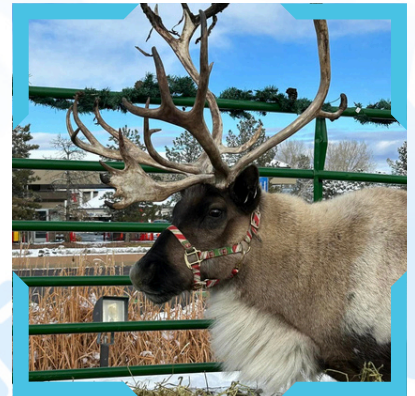


SUPERIOR CHAMBER & TOWN OF SUPERIOR PRESENTS

WINTER Festival



SPONSORSHIP OPPORTUNITIES

SATURDAY, DECEMBER 13, 2025
1:00 P.M. - 5:00 P.M.
DOWNTOWN SUPERIOR





TITLE SPONSOR - \$5,000

Elevate your brand by becoming the exclusive naming sponsor of our event. Your name will be prominently featured in all our event advertisements and materials, providing maximum visibility and recognition. This is an extraordinary opportunity to showcase your business and gain widespread exposure for your business.

- Exclusive recognition as Title Sponsor of Winter Fest
- Recognition in official press release
- Opportunity to speak from the Stage for 30 seconds
- Logo inclusion on event flyer and posters.
- Two custom banners featuring your logo, recognizing your status as a Title Sponsor, prominently displayed at the event (2.5' x 6').
- **Premium 10 x 10 Exhibitor Space** to engage with attendees. Each space comes with one 6' table and 2 chairs
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport with a Full Page Ad and logo prominently displayed on the front cover
- Logo featured on sponsor banner showcased at the event
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery

SOLD OUT



MAIN STREET SPONSOR - \$2,500

Become a Main Street Sponsor and help us create a safe and enjoyable environment for the Superior Winter Festival by closing down the street for this special event. As a Main Street Sponsor, your business will receive prominent recognition in event promotions, including signage throughout Main Street. This is a unique opportunity to showcase your support for the community while ensuring a safe, festive atmosphere for everyone.

- Exclusive recognition as Main Street Sponsor of Winter Fest
- Recognition in official press release
- Opportunity to speak from the Stage for 30 seconds
- Logo inclusion on event flyer and posters.
- Two custom banners featuring your logo, recognizing your status as a Main Street Sponsor, prominently displayed at the event (2.5' x 4').
- **Premium 10 x 10 Exhibitor Space** to engage with attendees. Each space comes with one 6' table and 2 chairs
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport with a Full Page Ad and logo prominently displayed on the front cover
- Logo featured on sponsor banner showcased at the event
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery



WINTER FEST PARTNER \$900

Winter Fest Partners play a crucial role in funding major expenses such as tents, decorations, signage, and other essentials that enable us to bring the magic of winter to our community. In gratitude, your business will enjoy prominent recognition and exposure.

- **Premium 10 x 10 Exhibitor Space** to engage with attendees. Each space comes with one 6' table and 2 chairs.
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport with a Half Page Ad
- Logo featured on sponsor banner showcased at the event.
- Social Media and Newsletter Mention
- Recognition from the Stage
- Ad featured in Winter Fest Photo Gallery

If you plan to sell any food, products or items, please inform us so we can appropriately allocate your Premium Space. You will be required to fill out our **VENDOR** form.



WINTER FEST SUPPORTER \$350 MEMBERS \$450 NON-MEMBERS

Winter Fest Supporters play a vital role in bringing the magic of winter to our community, and in return, your business will receive prominent recognition and exposure with a Premium space and additional branding! Deck out your booth in holiday style, and delight visitors with candy, a fun activity, or a game.

- **Premium 10 x 10 Exhibitor Space** to engage with attendees. Each space comes with one 6' table and 2 chairs.
- Business name listed on Winter Fest website
- Featured in the Winter Fest Passport
- Logo featured on supporters banner showcased at the event.

If you plan to sell any food, products or items, please inform us so we can appropriately allocate your Premium Space. You will be required to fill out our **VENDOR** form.

Kindly note: All exhibitors are required to festively decorate their space and offer candy, an activity, or a game that spreads holiday cheer. You must supply your own tent or rent one from the Chamber for an additional fee. You are required to use proper tent weights or stakes. Staff will conduct an inspection prior to the start of the event.



WINTER FEST ATTRACTIONS

LOCATED ON MAIN STREET AND SUPERIOR DRIVE



REINDEER ENCOUNTER SPONSOR - \$2,500

Enhance your brand's visibility by sponsoring this captivating attraction at the heart of our Winter Festival. Your sponsorship guarantees the most enchanting experience for all attendees.

- Recognized as the Exclusive Reindeer Encounter Sponsor
- Logo inclusion on event flyer and posters.
- Logo included on Reindeer Encounter Sign (2ft x 3ft)
- **Premium 10 x 10 Exhibitor Space** to engage with attendees. This space comes with one 6' table and 2 chairs.
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport with a Full Page Ad
- Logo featured on sponsor banner showcased at the event.
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery



MEET SANTA SPONSOR \$1,500

Enhance your brand's visibility by sponsoring the opportunity to meet Santa Claus! While sending a letter to the North Pole is heartwarming, there's nothing quite like the joy of meeting Santa in person. This is your chance to place your brand in the heart of the community and create lasting memories with attendees.

- Recognized as the Exclusive Santa Claus Sponsor
- Logo inclusion on event flyer and posters.
- Logo included on Santa Claus Sign (2ft x 3ft)
- **Premium 10 x 10 Exhibitor Space** to engage with attendees. Each space comes with one 6' table and 2 chairs.
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport with a Full Page Ad
- Logo featured on sponsor banner showcased at the event.
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery



HOT COCOA STATION SPONSOR \$1,000

Warm up the holiday spirit by becoming the Hot Cocoa Sponsor at Winter Fest! As the official provider of everyone's favorite seasonal treat, your business will be the go-to spot for attendees seeking cozy comfort, ensuring your brand is associated with sweet moments and festive joy throughout the event.

- Recognized as the Exclusive Hot Cocoa Station Sponsor
- Logo inclusion on event flyer and posters.
- Logo included on Hot Cocoa Sign (2ft x 3ft)
- **Premium 10 x 10 Exhibitor Space** engage with attendees. This space comes with a Tent, one 6' table and 2 chairs. You have the option to serve the hot cocoa.
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport
- Logo featured on sponsor banner showcased at the event.
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery

Kindly note: All exhibitors are required to festively decorate their space and offer candy, an activity, or a game that spreads holiday cheer. You must supply your own tent or rent one from the Chamber for an additional fee. You are required to use proper tent weights or stakes. Staff will conduct an inspection prior to the start of the event.



WINTER Festival



HAYRIDE WAGON SPONSOR \$1,500

Enhance your business's visibility this holiday season by sponsoring the Winter Fest Hayride Wagon! With the capacity to carry 20-30 attendees on each ride around downtown Superior, your brand will be front and center as families enjoy this festive experience and create lasting impressions.

- Recognized as the Exclusive Hayride Wagon Sponsor
- Logo inclusion on event flyer and posters.
- Logo included on Hayride Wagon Sign (2ft x 3ft)
- **Premium 10 x 10 Exhibitor Space** next to the line to engage with attendees. Each space comes with one 6' table and 2 chairs. Tents are not permitted at the Polar Express Train Station.
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport with a Full Page Ad
- Logo featured on sponsor banner showcased at the event.
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery

SOLD OUT



HALCYON
MIND+BODY

GRINCH PHOTO STATION SPONSOR \$750

Become the sponsor of the Grinch Photo Booth, a family favorite at Winter Fest! Your business will be the backdrop for heartwarming memories as attendees interact and take photos with the Grinch, spreading joy and maybe even warming his heart. This sponsorship includes the Grinch himself and all the festive decor.

- Recognized as the Exclusive Grinch Photo Station Sponsor
- Logo included on Grinch Photo Station Sign (2ft x 3ft)
- **Premium 10 x 10 Exhibitor Space** next to the line to engage with attendees. Each space comes with one 6' table and 2 chairs.
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport
- Logo featured on sponsor banner showcased at the event.
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery



FACE PAINTING STATION SPONSOR \$500

2 Sponsorships available

Bring smiles to little faces this winter—sponsor our Winter Fest Face Painting Station! Your support will help spread joy, color, and a dash of magic to kids of all ages. Let's make this event unforgettable together!

- Recognized as a Winter Face Painting Station Sponsor
- Logo included on one Face Painting Station Sign
- **Standard 10 x 10 Exhibitor Space** to engage with attendees. Each space comes with one 6' table and 2 chairs.
- Business name included on Winter Fest website
- Featured in the Winter Fest Passport



S'MORES GALORE STATION \$500

3 Sponsorships available

Warm up your brand this Winter Fest by sponsoring a S'mores Station! Your business will be front and center as families gather around the fire, creating delicious treats and cherished memories—perfect for spreading holiday joy while showcasing your community support.

- Recognized as a S'Mores Galore Station Sponsor
- Logo included on one S'Mores Galore Station Sign (2ft x 3ft)
- **Standard 10 x 10 Exhibitor Space** to engage with attendees. Each space comes with one 6' table and 2 chairs.
- Business name included on Winter Fest website
- Featured in the Winter Fest Passport



ELF EXPRESS LETTER STATION SPONSOR \$750

Join us in making the holiday season magical for our community's children by sponsoring the Elf Express Letter Station at Winter Fest! This special booth will be where kids can unleash their creativity by writing, drawing, or painting their letters to Santa. Your sponsorship will not only bring joy to young hearts but also position your business as a festive community supporter, spreading holiday cheer to families in Superior.

- Recognized as Co-Sponsor of the Elf Express Letter Station
- Logo included on Elf Express Letter Station Sign (2ft x 3ft)
- **Premium 10 x 10 Exhibitor Space** next to the line to engage with attendees. Each space comes with one 6' table and 2 chairs.
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport
- Logo featured on sponsor banner showcased at the event.
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery



WINTER INFLATABLE SPONSOR *12 Sponsorships available*

Add a touch of festive fun to Winter Fest by sponsoring an inflatable display! These eye-catching decorations will bring extra holiday cheer to the event, drawing attention from families and visitors alike. With your business name proudly displayed next to the inflatable, you'll enjoy great visibility while enhancing the festive atmosphere.

Snowman \$100	Polar Express Train \$250
Reindeer \$100	North Pole \$100
Polar Bears \$125	Olaf & Sven \$150
Hanukkah \$125	Gemmy \$225
Penguins \$150	Gingerbread Man \$125
Santa \$125	Elf \$125

- Business name on Sign next to inflatable display
- Business name included on Winter Fest website



INFLATABLE SNOW GLOBE SPONSOR \$500

Capture the holiday spirit by sponsoring the Snow Globe attraction at Winter Fest! This larger-than-life snow globe, surrounded by festive decorations, will be the go-to spot for families to snap memorable selfies. With your company logo prominently displayed next to this magical scene, your brand will be front and center in countless cherished photos.

- Recognized as a Snow Globe Sponsor
- Logo included on Snow Globe Sign (2ft x 3ft)
- **Standard 10 x 10 Exhibitor Space** to engage with attendees. Each space comes with one 6' table and 2 chairs.
- Business name included on Winter Fest website
- Featured in the Winter Fest Passport



WINTER FEST ATTRACTIONS & OPPORTUNITIES

LOCATED IN THE BLUE SPORT STABLE

SOLD OUT



 **Xcel Energy™**

SKATE WITH SANTA SPONSOR

\$1,500

Sponsor a beloved family tradition with Skate with Santa at the Blue Sport Stable! With over 800 attendees expected, your sponsorship will provide ice skates for everyone and offer the unique chance to skate alongside Santa himself. Plus, attendees will get a surprise visit from the Grinch for added holiday cheer!

- Recognized as the Exclusive Skate with Santa Sponsor
- Logo inclusion on event flyer and posters.
- Opportunity to hang a banner on the Rink entrance
- Logo or Ad displayed on TV screens
- Spotlight in Blue Sport Stable newsletter for month of December
- Announcement over the microphone recognizing sponsorship
- **Exhibitor Space** next to the rink to engage with attendees. (Exhibition is for 2 Hours during the Skate with Santa, not the entire Winter Festival duration) Each space come with one 6' table and 2 chairs. Tent is not permitted inside.
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport with a Full Page Ad
- Logo featured on sponsor banner showcased at the event.
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery



POLAR BUMP & SPIN SPONSOR

\$1,500

Sponsor the Winter Fest Polar Bump & Spin at the Blue Sport Stable's ice rink! This exhilarating two-hour event will brighten the ice with festive fun, creating a unique experience for families to enjoy together.

- Recognized as the Exclusive Polar Bump & Spin Sponsor
- Logo inclusion on event flyer and posters.
- Opportunity to hang a banner on the Rink entrance
- Logo or Ad displayed on TV screens
- Spotlight in Blue Sport Stable newsletter for month of December
- Announcement over the microphone recognizing sponsorship
- **Exhibitor Space** next to the rink to engage with attendees. (Exhibition is for 2 Hours during the Skate with Santa, not the entire Winter Festival duration) Each space come with one 6' table and 2 chairs. Tent is not permitted inside.
- Logo included on Winter Fest website
- Featured in the Winter Fest Passport with a Full Page Ad
- Logo featured on sponsor banner showcased at the event.
- Social Media and Newsletter Mention
- Ad featured in Winter Fest Photo Gallery



HANG A BANNER ON THE RINK

\$100

Show your support for Skate with Santa and Polar Bump & Skate by hanging your vinyl banner on the Ice Rink! This is a fantastic way to increase your business's visibility while showing your contribution to the event—even if you can't attend. Attendees will see your banner and know your business helped make this holiday celebration possible.

Kindly note: All exhibitors are required to festively decorate their space and offer candy, an activity, or a game that spreads holiday cheer. You must supply your own tent or rent one from the Chamber for an additional fee. You are required to use proper tent weights or stakes. Staff will conduct an inspection prior to the start of the event.



WINTER STREET MARKET *for crafters*

Winter Street Market

Get ready to showcase your incredible products and be a part of a heartwarming holiday experience at our Winter Street Market. We're inviting all local vendors and businesses to be a part of this exciting event that celebrates the spirit of the season and local creativity.

Why Participate?

- **Showcase Your Brand:** Connect with a community eager to support local businesses and discover unique offerings.
- **Festive Atmosphere:** Immerse yourself in a winter wonderland ambiance that attracts visitors ready to embrace the holiday cheer.
- **Networking Opportunities:** Build connections with fellow vendors, creating potential collaborations and lasting relationships.
- **Engaged Audience:** Interact with shoppers on the hunt for special gifts, ensuring your products get the attention they deserve.
- **Captivated Shoppers:** Engage with eager customers on the lookout for unique treasures, giving your products the spotlight they've been waiting for.

What to Expect:

- **Curated Market:** Be a part of a thoughtfully curated market that brings together diverse vendors and their exceptional products.
- 6ft Table is included in your exhibitor fees
- **Holiday Magic:** Join in the festive spirit as we create a magical atmosphere with decorations, lights, and joyful music.
- **Community Support:** Experience the warmth of a community that values and celebrates local businesses like yours.
- **Promotion:** Benefit from our event's marketing efforts to ensure a strong turnout and maximum visibility.

Vendor Fees

Direct Selling ONLY (craft types)

\$75 Members | \$100 Non-Members

Nonprofit Organization

\$50 Members | \$125 Non-Members

Food Vendors

\$150 Members | \$425 Non-Members

Members are placed first

Want to show case your business?

If you're interested in featuring your business at the Superior Winter Festival, and you don't fall under the categories of **Direct Seller, Nonprofit Organization, or Food Vendor**, please reach out to us so we can explore your potential participation.

Contact:

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Stefanie Schy

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