

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 Superior Winter Festival. Your name will be prominently featured in all our event advertisements and promotions, providing unparalleled visibility and recognition. This is an extraordinary opportunity to showcase your business for our vibrant community while gaining 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 banners featuring your logo, 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 - \$2,800

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.
- Opportunity to have two banners featuring your logo, 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.



ELF EXPRESS LETTER STATION SPONSOR \$750

Join us in making the holiday season magical for our children by sponsoring the Elf Express Letter Station at Winter Fest! This special booth will be where kids can write, draw, or paint their letters to Santa. Your sponsorship will not only bring joy to your customers but also serve as a festive community supporter, spreading holiday cheer to families throughout the community.

- Recognition as Elf Express Letter Station Sponsor
- 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

MAIN STREET SPONSOR - \$2,800

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.
- Opportunity to have two banners featuring your logo, 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 - \$2,800



Enhance your brand's visibility by sponsoring the presence of our live reindeer, a highlight of our Winter Festival. Your sponsorship guarantees that your brand will leave a memorable impression on all attendees.

- Recognized as the Exclusive Reindeer Encounter Sponsor
- Logo inclusion on event flyer and posters
- Logo included on Reindeer Encounter Banner (2ft x 4ft)
- **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



MEET SANTA SPONSOR \$1,500



Enhance your brand's visibility by sponsoring the one and only Santa Claus! While sending a letter to the North Pole is heartwarming, there's nothing quite like the excitement of meeting Santa in person. By securing your place on the list, you have the opportunity to meet the jolly old man and create a cherished holiday moment with your 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



Primrose School
at The Flatirons
The Leader in Early Education and Care®
2019-2020 | 970.69.8000

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 for attendees seeking cozy comfort. Your brand is associated with warmth and cheer 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** to 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



PENNRose
Bricks & Mortar | Heart & Soul

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 a Winter Hayride Wagon Sponsor
- Logo included on one 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



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 merriment. This sponsorship includes the Grinch Photo Booth backdrop.

- Recognized as a Grinch Photo Station Sponsor
- Logo included on one 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



Vargas
Property Services, Inc.

ASCEND
ORTHODONTICS

FACE PAINTING STATION SPONSOR \$500

2 Sponsorships available

Bring smiles to life this winter season by sponsoring the Face Painting Station! Your business will be the backdrop for heartwarming memories as attendees interact and take photos with the Face Painter, spreading joy and merriment. This sponsorship includes the Face Painter backdrop.

- 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



Vargas
Property Services, Inc.

Edward Jones

S'MORES GALORE STATION \$500

3 Sponsorships available

Warm up your brand this winter season by sponsoring the S'Mores Galore Station! Your business will be the backdrop for heartwarming memories as attendees interact and take photos with the S'Mores Galore Station, spreading joy and merriment. This sponsorship includes the S'Mores Galore Station backdrop.

- 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



TITLE SPONSOR - \$5,000

Elevate your brand by becoming the exclusive naming sponsor of our Superior Winter Festival. Your name will be prominently featured in all our event advertisements and promotions, providing unparalleled visibility and recognition. This is an extraordinary opportunity to showcase your support for the community while gaining widespread exposure for your business.

- Exclusive recognition as Title Sponsor of Superior Winter Festival
- Recognition in official program
- Opportunity to speak at the event
- Logo inclusion on event materials
- Two custom banners 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 welcome sign
- 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



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 an excellent way of enhancing the festive atmosphere.

Snowman	\$250
Snowman & Reindeer	\$250
Reindeer	\$120
Polar Bear	\$175
Hanukkah	\$150
Santa	\$175
North Pole	\$120
Olaf & Sven	\$200
Santa	\$175
Gingerbread Man	\$175

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

SOLD OUT



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, is the perfect spot for families to snap memorable photos. Your logo prominently displayed on the globe ensures your brand will be front and center in all the photos.

- Recognition 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

SOLD OUT



WINTER FEST ATTRACTIONS & OPPORTUNITIES

LOCATED IN THE BLUE SPORT STABLE



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

SOLD OUT



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:

Renee Alaniz

renee@superiorchamber.com

Stefanie Schy

stefanie@superiorchamber.com

SATURDAY, DECEMBER 13, 2025

1:00 P.M. - 5:00 PM

DOWNTOWN SUPERIOR