WINTER FESTIVAL

2026 SPONSORSHIP&BUSINESS PARTICIPATION OPPORTUNITIES

SATURDAY, DECEMBER 12, 2026
2:00 P.M. - 5:00 P.M.
DOWNTOWN SUPERIOR

Connect with the community. Support local business. Create holiday memories.

Winter Fest brings Superior together for an afternoon of holiday traditions, family activities, entertainment and opportunities to discover local businesses. For 2026, the outdoor Business Village will feature a cohesive collection of professionally installed white tents for a polished, welcoming festival experience.

SPONSORSHIP OPPORTUNITIES

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PREMIER SPONSORSHIPS

Leadthe celebration while helpingtheChambercreateapolishedWinter Fest experience and keep participation accessible forlocal small businesses.

SUPERIOR WINTER FEST PRESENTING SPONSOR — $7,500

Exclusive presenting-level visibility across the entire Winter Fest celebration.

SOLD OUT

- Exclusive presenting sponsor recognition across Winter Fest
- Premier logo placement on event marketing and website
- Recognition in official press release
- One-minute stage welcome
- Two prominent sponsor banners
- Premium Business Village exhibitor space
- Full-page Winter Fest Passport ad and premier Passport recognition
- Dedicated social media and newsletter recognition
- Recognition throughout the event

MAIN STREET PRESENTING SPONSOR — $5,000

Help create the heart of Winter Fest. This sponsorship supports the professionally installed white tents and event infrastructure throughout Main Street and the Business Village, helping the Chamber keep participation affordable for small businesses.

- Recognition as "Main Street at Winter Fest presented by [Sponsor]"
- Prominent entrance signage on Main Street
- Premium Business Village exhibitor space
- Full-page Winter Fest Passport ad
- Website and sponsor-banner recognition
- Social media and newsletter recognition
- Stage recognition

HOLIDAY ENTERTAINMENT PRESENTING SPONSOR — $3,500

Own the soundtrack and stage experience of Winter Fest by supporting holiday music, performers and entertainment.

SOLD OUT

- Prominent recognition at the entertainment/stage area
- Premium Business Village exhibitor space
- Full-page Winter Fest Passport ad
- Website and sponsor-banner recognition
- Social media and newsletter recognition
- Stage announcements throughout the event
- 30-second stage welcome

SIGNATURE EXPERIENCE SPONSORSHIPS

Put your brand alongside the family experiences guests remember most.

REINDEER ENCOUNTER — $3,500

Exclusive sponsorship of a signature Winter Fest attraction.

- Attraction signage
- Premium exhibitor space adjacent to experience
- Full-page Passport ad
- Website, event signage and digital recognition

MEET SANTA — $2,000

SOLD OUT

Help bring the magic of [illegible] to Winter [illegible]

- Exclusive Santa sponsor recognition
- Attraction signage
- Premium exhibitor space
- Full-page Passport ad
- Website, event signage and digital recognition

HAYRIDE — $2,000

Sponsor a favorite family tradition through Downtown Superior.

- Attraction signage
- Premium space near the experience
- Full-page Passport ad
- Website, sponsor signage and digital promotion

HOT COCOA STATION — $1,250

SOLD OUT

Warm up the holiday spirit with a high-traffic seasonal favorite.

- Exclusive station recognition
- Signage at the cocoa station
- Premium exhibitor space
- Passport, website and digital recognition

GRINCH EXPERIENCE — $750

SOLD OUT

Sponsor a playful, memorable Grinch experience for Winter Fest families.

- Exclusive experience recognition
- Signage at the Grinch experience
- Passport and website recognition
- Social and newsletter recognition

ELF EXPRESS LETTER STATION — $1,000

Support a creative stop where children can write or draw letters to Santa.

- Station signage
- Premium space near the activity
- Passport and website recognition
- Social and newsletter recognition

MORE WAYS TO SPONSOR

Flexibleopportunitiesmakeiteasyforbusinessesofdifferentsizestosupport the event and receive meaningful visibility.

WINTER FEST PARTNER — $1,250

Premium Business Village space with professional tent, table and two chairs; half-page Passport ad; logo on website and sponsor signage; social, newsletter and stage recognition.

WINTER FEST PASSPORT SPONSOR — $1,500

Prominent recognition on the event Passport, plus website, event signage and digital recognition.

FIREPIT & WARMING STATION — $750 EACH

3 AVAILABLE | Branded signage at one warming area, plus Passport, website and event recognition.

INFLATABLE SNOW GLOBE — $750

SOLD OUT

Recognition at the photo attraction plus Passport, website and event recognition.

FACE PAINTING STATION — $750 EACH

SOLD OUT

Recognition at a family-favorite activity plus Passport, website and event recognition.

SUPPORT WINTER FEST — STARTING AT $250

A simple option for businesses that want to support Winter Fest without staffing an exhibitor booth. Opportunities may include decorations, volunteer support, prizes and other visible festival elements.

SKATE WITH SANTA - ICE RINK BANNER — $100

Hang your business banner on the ice rink during Skate with Santa. Sponsor provides the banner.

WINTER FEST BUSINESS EXHIBITOR

$350	$450
CHAMBER MEMBERS	NONMEMBERS

SAME EXHIBITOR PRICE. BETTER EXPERIENCE.

Connect face-to-face with Superiorresidentsduringone ofoursignaturecommunitycelebrations.New for2026, outdoor exhibitors will be placed within a coordinated, professionally installed white-tent environment designed to create a cohesive Winter Fest experience.

INCLUDED WITH YOUR SPACE

✓	10' x 10' space within a professionally installed white tent
✓	One 6' table and two chairs
✓	Business listing on the Winter Fest website
✓	Listing in the Winter Fest Passport
✓	Opportunity to engage directly with Winter Fest attendees
✓	No personal pop-up tent required

MAKE IT FESTIVE. Businesses are encouraged to create an interactive holiday experience with a game, activity, giveaway or other family-friendly engagement.

READY TO BE PART OF WINTER FEST?

Contact Renee Alaniz
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superiorchamber.com

Sponsorship opportunities are limited and subject to availability. Final placement and activation details are coordinated by the Superior Chamber of Commerce.