

3rd Annual



2024
SPONSORSHIP OPPORTUNITIES

STILLWATER MINNESOTA | JANUARY 17-21, 2024



IMPACTFUL WINTERTIME FUN IN STILLWATER

Our beloved town of Stillwater is powered by small businesses with big hearts. In 2020 when our busy little Main Street came to a startling halt, we feared for the future of our bustling tourist town. Led by our Mayor, the Chamber of Commerce, City Staff and locals, the Wintertime in Stillwater movement was created.

We worked together to find ideas and inspiration that could save our struggling businesses and provide long term success during the cold winter months. Stillwater, a haven for the arts, seemed like a perfect fit for a snow sculpting event. Upon further investigation we learned about Winter Fun LLC, a snow sculpting organization. Kismet. They were searching for the right host for a World Competition and found Stillwater to be the perfect spot for the inaugural event! Once again, the strength of our small town showed up, thousands of dollars of in-kind and cash donations poured in from local businesses and we launched the most incredible wintertime event. 50,000 visitors flooded the streets to see the sculptures, eat at our restaurants and shop at the boutiques.

We're excited for another year of partnership, fun & community!

-The Greater Stillwater Chamber of Commerce Foundation



Photo: Ron Woods Photography

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"This event absolutely rocked us with our busiest sales weekend in 30 years! A fun event AND it helped us save for the slower winter months"

-Tim & Megan Palm
(local business owners)

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Photo: Greater Stillwater Chamber

WHY STILLWATER IN JANUARY?

People from Stillwater know how to embrace the winter and share their town with the world.

The Greater Stillwater Chamber of Commerce Foundation is honored to host the 2024 World Snow Sculpting Championship Competition sanctioned by the Association Internationale de Sculpture sur Neige et Clace based in Finland. Teams from around the world travel to Stillwater, Minnesota to create amazing snow sculptures while competing for prize money and the title of World Champion. This is a judged event and includes social events, activities, ceremonies, people's choice award and fun for the whole family.

Stillwater, Minnesota has been voted as: America's Most Picturesque Small Towns, Best American Towns for Fall Colors, Best U.S. Towns for Antiquing, Best Twin Cities Day Trips, Best Minnesota Weekend Getaway, America's Prettiest Painted Places, and Most Romantic Cities. The backdrop for the event is on the banks of the scenic St. Croix River. The historic Lift Bridge, the sculptures and many buildings in town are lit to create a magical winter wonderland.

Join the coordinating partners in hosting the "coolest" event in January 2024!

2024 HOSTED BY:



IN PARTNERSHIP WITH:



VIEW 2023 SPONSORS





2023 EVENT HIGHLIGHTS

12 snow sculpting teams from around the world came to compete for the second annual, Snow Sculpting Championship in Stillwater, Minnesota on the banks of the St. Croix River in Lowell Park. This already spectacular event was punctuated with additional events, activities, character appearances, local shopping specials, music, family fun and more!

- Kick Off Celebration
- Opening Ceremony
- VIP Sponsor Reception
- Snow Sculpting Exhibition
- Closing Ceremony
- World's Coolest Block Party
- Minnesota-Nice Day
- Wild Rice Cook-Off
- Mascot & Character Appearances
- Live Music
- Beer Garden
- Indoor Market
- Ice Sculptures
- Button Contest for Kids

MAKE AN IMPACT

Success Starts with you



We extend to your organization the opportunity to assist in making the Third Annual World Snow Sculpting Championship even better than the last! This world-wide experience could not be made possible without the support of organizations like yours.

- Record attendance to the St. Croix Valley
- Increased, doubled, and even record sales reported by businesses across the St. Croix Valley in 2023
- National and International media coverage
- Influencer marketing partnership exposure
- Potential to reach new, global customers
- Community engagement opportunities

SOCIAL MEDIA

1.5 Billion Impressions

Organic & Paid Across Facebook, Snapchat, Instagram

MEDIA COVERAGE

447,877,262 Broadcast Impressions

300+ Media Hits

ATTENDANCE

50,000+ From around the World

WEB TRAFFIC

315,000 Page Views





SPONSORSHIP LEVELS

TITLE SPONSOR

\$50,000

1 AVAILABLE

- EXCLUSIVE Naming Rights to the event
- Right of first refusal to sponsorship level for 2025
- Top-tier logo recognition on website event page
- Top-tier logo recognition on event app
- Most prominent logo across printed promotional material, press releases and event signage
- Social media mentions
- Large ice sculpture with in-ice logo at event
- Logo on event merchandise **as agreed upon with Chamber*
- Your name in lights and on multiple screens through out the event.
- 10x20' Customized promotional display in park **as agreed upon with Chamber*
- Presenting/Speaking opportunity at Opening Ceremony
- 10 Tickets: Bloody Mary Bar at Kick Off
- 10 Tickets: Opening Ceremony
- 10 Tickets: VIP Sponsor Reception

PLATINUM SPONSOR

\$25,000

2 AVAILABLE

- Second-tier logo recognition on website event page
- Second-tier logo recognition on event app
- Second-tier logo recognition across printed promotional material, press releases and event signage
- Social media mention
- Your logo on an ice sculpture
- Your name in lights and on multiple screens through out the event.
- Customized promotional display in park or Indoor Market **as agreed upon with Chamber*
- Presenting/Speaking opportunity at Sponsor Reception
- 8 Tickets: Bloody Mary Bar at Kick Off
- 8 Tickets: Opening Ceremony
- 8 Tickets: VIP Sponsor Reception

GOLD SPONSOR

\$15,000

5 AVAILABLE

- Third-tier logo recognition on website event page
- Third-tier logo recognition on event app
- Third-tier logo recognition across printed promotional material, press releases and event signage
- Social media mention
- Your name in lights and on multiple screens through out the event.
- Your logo on an ice sculpture
- Customized promotional display in park or Indoor Market **as agreed upon with Chamber*
- 6 Tickets: Bloody Mary Bar at Kick Off
- 6 Tickets: Opening Ceremony
- 6 Tickets: VIP Sponsor Reception

PLEASE NOTE:

- *ALL sponsorship levels include business exposure to more than 10,000 residents and businesses*
- *The Greater Stillwater Chamber of Commerce Foundation is a 501c3 and your contribution is tax deductible*
- *Ability to negotiate additional opportunities available at all levels*





SPONSORSHIP LEVELS

CONCESSION TENT SPONSOR

\$10,000

2 AVAILABLE

- EXCLUSIVE: "Concession Tent brought to you by...". Includes banner with logo in Concession area
- Logo recognition on website event page
- Logo recognition on event app
- Fourth-tier logo recognition across printed promotional material, press releases and event signage
- Small Ice Sculpture near beer tent
- Social media mention
- Option for bar to carry brand's beverage offerings *Restrictions May Apply
- 4 Tickets: Bloody Mary Bar at Kick Off
- 4 Tickets: Opening Ceremony
- 4 Tickets: VIP Sponsor Reception

SILVER SPONSORS

\$5,000

- Logo recognition on website event page
- Logo recognition on event app
- Fifth-tier logo recognition across printed promotional material, press releases and event signage
- Social media mention
- Logo on Sponsor Ice Wall
- 4 Tickets: Bloody Mary Bar at Kick Off
- 4 Tickets: Opening Ceremony
- 4 Tickets: VIP Sponsor Reception

BRONZE SPONSORS

\$2,500

- Logo recognition on website event page and event app
- Logo recognition across printed promotional material, press releases and event signage
- Social media mention
- 2 Tickets: Opening Ceremony
- 2 Tickets: VIP Sponsor Reception

SNOWFALL SPONSORS

\$1,000

- Logo recognition on website event page and event app
- Logo recognition across printed promotional material, press releases and event signage
- Social media mention
- 2 Tickets: VIP Sponsor Reception

SNOWMAN SPONSORS

\$500

- Logo recognition on website event page and event app
- Logo recognition across printed promotional material, press releases and event signage
- Social media mention

FROSTY FRIEND

\$100

- Name recognition on website event page and event app, printed promotional material, and event signage

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2024 SPONSORSHIP AGREEMENT

Company Name: _____
 Contact Person: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____
 Website: _____

SPONSORSHIP LEVEL (CHECK ONE)

- Title Sponsor (\$50,000)
- Platinum Sponsor (\$25,000)
- Gold Sponsor (\$15,000)
- Concession Tent Sponsor (\$10,000)
- Silver Sponsor (\$5,000)
- Bronze Sponsor (\$2,500)
- Snowfall Sponsor (\$1,000)
- Snowman Sponsor (\$500)
- Frosty Friend (\$100)

PAYMENT TYPE (CHECK ONE)

- Check Payable to The Greater Stillwater Chamber of Commerce Foundation
- Invoice (Businesses ONLY- payable upon receipt)
- Credit Card over the phone
- Online → 

Authorized Signature: _____ Date: _____
 Printed Name: _____

Please return your completed Sponsorship Agreement To:
333 Main Street North. Ste. 202, Stillwater MN, 55082

FOR MORE INFORMATION:

-  worldsnowsculptingstillwatermn.com
-  info@greaterstillwaterchamber.com
-  651-439-4001
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