

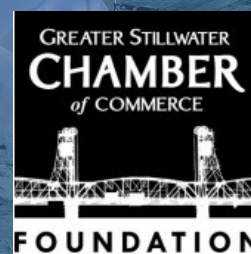
**5TH
ANNUAL**

**20
26**

**SPONSORSHIP
PACKET**



BROUGHT TO YOU BY



IN PARTNERSHIP WITH



STILLWATER MINNESOTA USA | JANUARY 13TH-25TH, 2026
WORLDSNOWCELEBRATION.COM

EVENT OVERVIEW



The Greater Stillwater Chamber of Commerce Foundation (Foundation) in partnership with the City of Stillwater, invites you to be a part of this World Class event in its 5th year. Enjoy the art and sport of snow sculptures, family activities, cultural ceremonies, and a one-of-a-kind competition—all right here in Stillwater, Minnesota, USA. A special thank you to our title sponsor of two years, **Health Partners!**

Support the Snow Connection

We're seeking sponsors whose values align with diversity, health and wellness and a love of the outdoors. Check out our media stats on the following page. If your brand thrives in winter, or you would like to get your name in lights, let's connect.

Where Your Sponsorship Goes

Global Team Travel & Accommodation: We proudly host elite snow sculpting teams from around the world. Your support helps cover airfare and local transportation, food, lodging and an American experience.

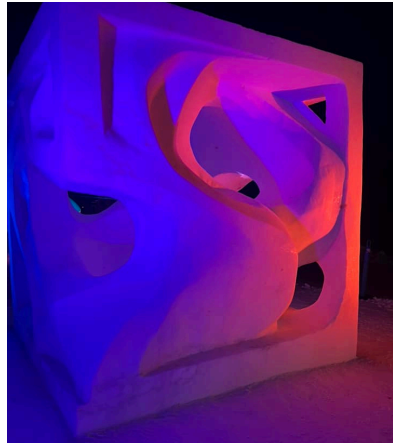
Marketing & Promotion: Sponsorship dollars fund a robust marketing campaign including worldwide press releases, social media, print materials, advertising, influencer partnerships, TV, radio and full media outreach with YOU front and center.

Event Infrastructure & Production: From making of the snow (Afton Alps/Vail) to snow block creation and sculpting tools to lighting, signage, and safety measures, your sponsorship helps build the framework for a world-class competition.

Community Activities & Sub-Events: Throughout the week, we host a variety of family-friendly experiences, live entertainment, art installations, and cultural celebrations. These events help transform the celebration into a full festival that brings visitors from around the globe.

Volunteer Support & Logistics: Behind the scenes, a dedicated team of volunteers works tirelessly. Sponsorships provide meals, gear, and support materials to keep things running smoothly.

WE GIVE BACK



The Foundation, established in 2021 as an inclusive 501c(3) organization, was created to support the local Chamber of Commerce and foster community and regional engagement, diversity, leadership and education. Since its inception, The Foundation has donated to numerous organizations; provided several scholarships for high school students and the Leadership in the Valley program, donated lights to downtown Stillwater, and enhanced programs and events to effectively align with the Foundation's mission.

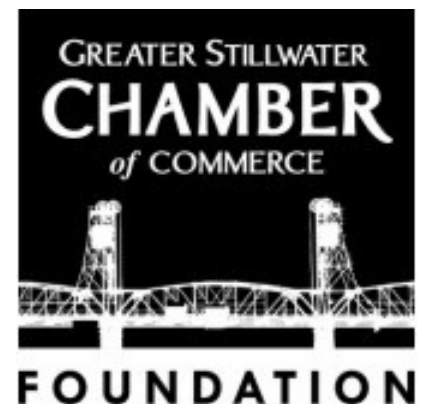
The main event of the World Snow Celebration is the **World Snow Sculpting Championship** which kick's off on January 13th with an Opening Ceremony gala and concludes on January 17th with the Awards Ceremony. The full event runs until January 25th with the sculptures being the star of the show centered around additional activities and events.

This Foundation event runs up to ½ million dollars to plan, implement and execute, and we need your help. This magnificent event of art and inclusivity attracts thousands of visitors from around the globe to enjoy the winter magic of Stillwater, Minnesota, USA.

WE INVITE YOU TO JOIN US IN OUR EFFORTS TO GIVE BACK BY:

- Making a personal or endowment donation
- Offering a gift-in-kind. These donations can encompass tangible assets such as goods, services, equipment, or property that are needed to support the execution of the event
- Becoming an event sponsor
- Volunteering your time

**All monetary donations are tax deductible*



TOGETHER, WE CAN MAKE A LASTING IMPACT ON OUR REGION.

MAKE AN IMPACT

Success Starts with you



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



MEDIA COVERAGE

MEDIA IMPRESSIONS

3.7 BILLION

**Covered in 42 States &
21 Countries**

WEB TRAFFIC

315,000 Page Views

ATTENDANCE

60,000+ From around
the World

Sixteen snow sculpting teams from around the world will come to compete in the fifth annual Snow Sculpting Competition in Stillwater, Minnesota. This already spectacular event headlines additional activities that celebrate winter and the brilliant chill in the air! Meanwhile, spectators can enjoy local shopping specials, music, family fun, and more!





SPONSORSHIP LEVELS

TITLE SPONSOR \$50,000 | 1 AVAILABLE

The highest level of sponsorship, including top-tier benefits such as prime logo placement at event entry. Headline placement for marketing materials, sponsorship, speaking opportunities, and exclusive branding rights. Exclusive on-site event creation. Custom creation of partnership for an entire week of world snow.

- EXCLUSIVE Naming Rights to the event (Brought to you by...)
- Right of first refusal to sponsorship level for 2027
- Top-tier logo recognition on website event page & event app
- Most prominent logo across printed promotional material, press releases and event signage
- Media Coverage: Featured mentions in press releases, media interviews, and social media posts
- Logo on event merchandise *as agreed upon with Chamber Foundation
- Your name in lights and on multiple screens throughout the event
- A 10x20' customized promotional display in park *as agreed upon with the Chamber Foundation
- Presenting/Speaking opportunity at the Opening Ceremony with premier seating
- 12 Tickets: Opening Ceremony & VIP Sponsor Reception
- A team sponsorship included (see team sponsors below for all the details)

HOSPITALITY TENT \$25,000 | 1 AVAILABLE

EXCLUSIVE Naming Rights for the tent. Top on-location naming sponsorship, for high viewership and high-volume placement and standing observers. Exposure on site "adopted" location.

- Large sign over the front doors of the tent and inside w/up-lighting
- 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 mentions
- Your name in lights and on multiple screens throughout the event
- Sponsorship Activation: Customized promotional display in park or Indoor Market *as agreed upon with Chamber Foundation
- 10 Tickets: Opening Ceremony & VIP Sponsor Reception with premier seating

STAGE SPONSOR \$20,000 | 1 AVAILABLE

EXCLUSIVE Naming Rights on the stage. Top on-location naming sponsorship, for high viewership and high-volume placement and standing observers. Exposure on site "adopted" location.

- Large sign over the front doors of the tent and inside w/up-lighting
- Third-tier logo placement on website, app, print materials, press releases, and event signage.
- Social media mentions
- Your name in lights and on multiple screens throughout the event
- Sponsorship Activation: Customized promotional display in park or Indoor Market *as agreed upon with Chamber Foundation
- 8 Tickets: Opening Ceremony & VIP Sponsor Reception with premier seating





SPONSORSHIP LEVELS

OUTDOOR PATIO SPONSOR \$20,000 | 1 AVAILABLE

EXCLUSIVE Naming Rights in the patio w/up-lighting. Top on-location naming sponsorship, for high viewership and high-volume placement and standing observers. Exposure on site “adopted” location.

- Large sign over the front doors of the tent and inside w/up-lighting
- Third-tier logo placement on website, app, print materials, press releases, and event signage
- Social media mentions
- Your name in lights and on multiple screens throughout the event
- Sponsorship Activation: Customized promotional display in park or Indoor Market *as agreed upon with Chamber Foundation
- 8 Tickets: Opening Ceremony & VIP Sponsor Reception with premier seating

SLEDDING HILL SPONSOR \$15,000 | 1 AVAILABLE

EXCLUSIVE Naming Rights on the sculpted slide. Top on-location naming sponsorship, for high viewership and high volume placement and standing observers. Exposure on site “adopted” location.

- Sign by the tent with logo and sculpted in the slide w/up-lighting
- Fourth-tier logo placement on website, app, print materials, press releases, and event signage
- Social media mentions
- Your name in lights and on multiple screens throughout the event
- 6 Tickets: Opening Ceremony & VIP Sponsor Reception with premier seating

SNOWMAN SPONSOR \$10,000

- Fifth-tier logo placement on website, app, print materials, press releases, and event signage
- Social media mentions
- Your name in lights and on multiple screens throughout the event
- 4 Tickets: Opening Ceremony & VIP Sponsor Reception with premier seating



SPONSOR A TEAM \$5,000 | 15 AVAILABLE

Become a **High Engagement Sponsor** at the World Snow Celebration and support a world-class sculpting team. Your company logo will be prominently displayed on the team's sculpture sign—seen by thousands of attendees throughout the event. But this opportunity goes beyond visibility—it's about meaningful connection. Join in the experience with snow form stomping, a team dinner, and the welcome party alongside your sponsored artists. You'll also receive:

- Reserved seating for two at the Opening Ceremony with your team
- Option for a dedicated Team Hospitality Assistant
- Two tickets to the exclusive VIP Sponsor Reception



PLEASE NOTE:

**ALL sponsorship levels include business exposure to more 1/2 million residents and businesses just in the St. Croix Valley*

** 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

SNOWFLAKE

\$2,500 | 4 AVAILABLE

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

SNOWFALL SPONSOR

\$1,000 | 6 AVAILABLE

- Logo recognition on website event page, event app, printed promotional material, and event signage
- 2 Tickets: VIP Sponsor Reception

FROSTY FRIEND

\$500

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

SNOWBALL SPONSOR

\$100

- Name on website & event digital signage

CREATE YOUR DREAM SPONSORSHIP

How could WSC provide value by celebrating and promoting your brand? Contact us for creative options for everyone's budget from \$100-\$100,000



LEARN MORE & REGISTER AS A SPONSOR



SCAN THIS QR CODE OR VISIT
[WORLDsnowcelebration.com/sponsorship](https://worldsnowcelebration.com/sponsorship)



2026 SPONSORSHIP AGREEMENT

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

SPONSORSHIP LEVEL (CHECK ONE)

- ☐ Title Sponsor (\$50,000)
- ☐ Hospitality Tent (\$25,000)
- ☐ Stage Sponsor (\$20,000)
- ☐ Outdoor Patio Sponsor (\$20,000)
- ☐ Sledding Hill Sponsor (\$15,000)
- ☐ Snowman Sponsor (\$10,000)
- ☐ Sponsor a Team (\$5,000)
- ☐ Snowflake Sponsor (\$2,500)
- ☐ Snowfall Sponsor (\$1,000)
- ☐ Frosty Friend Sponsor (\$500)
- ☐ Snowball (\$100)
- ☐ Create Your Own (TBD)

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 or email to
info@greaterstillwaterchamber.com

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