



2025 SPONSORSHIP OPPORTUNITIES

STILLWATER MINNESOTA | JANUARY 15TH-26TH, 2025
WORLDSNOWSCULPTINGSTILLWATERMN.COM

EVENT OVERVIEW



2024 was a year of reflection. What started as an opportunity to welcome more visitors to our historic Stillwater Main Street during quieter winter months has transformed into so much more. We are fortunate that Mother Nature historically provides Stillwater with the dreamy snow-covered backdrop that sparks creativity and encourages us all to embrace winter! And 2025 will be the year of celebrating all things SNOW!

Our Reflection, Our Amplification: SNOW. As the saying goes, absence makes the heart grow fonder. The awe-inspiring talent of our World Snow Sculptures will always be the heart and soul of our celebration, but moving forward, we're adding exciting new elements that will make the event even more memorable and engaging. Get ready for a celebration like no other!

The Greater Stillwater Chamber of Commerce Foundation, in partnership with the City of Stillwater, is honored to host the World Snow Celebration and invites you to join us for this magical wintertime experience! This multi-day event includes activities, ceremonies, and fun for the entire family while teams from around the world travel to Stillwater, Minnesota to create amazing snow sculptures and compete for prize money and the exclusive championship title!

Support the Snow Connection: We are seeking sponsors whose brands are amplified and enhanced by snow and community. If your company's missions and values are driven by improving connections to the outdoors and your community, especially during winter, please consider partnering with the World's Snow Celebration.

Cheers to warm hearts, cold air, and all things SNOW! Join us and engage your inner child in 2025!

GIVING BACK THROUGH THE GREATER STILLWATER CHAMBER OF COMMERCE FOUNDATION

The Greater Stillwater Chamber of Commerce Foundation, established in 2021 as an inclusive 501(c)(3) organization, was created to support the Greater Stillwater Chamber of Commerce and foster community engagement and education.

The Foundation's mission is to enhance the lives of community members by focusing on educational initiatives, workforce development, leadership programs, business growth, and community events.

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.

In collaboration with the City of Stillwater, The Foundation hosts the annual World Snow Celebration, an event that attracts thousands of visitors from around the globe to enjoy the winter magic of Stillwater, Minnesota. This event exemplifies The Foundation's commitment to giving back to the community. Furthermore, The Foundation's dedication to education and community involvement is evident through its promotion of the arts, including sculptures, and its ability to unite attendees from near and far. The Greater Stillwater Chamber of Commerce Foundation will contribute a portion of the proceeds from the 2025 World Snow Celebration to support its mission.

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

- Making an in-kind 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

Note: Monetary donations are tax deductible



Together, we can make a lasting impact on our community.

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.



Twelve snow sculpting teams from around the world came to compete in the fourth 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!

MEDIA COVERAGE

MEDIA IMPRESSIONS

2.01 BILLION

MEDIA HITS

500+

WEB TRAFFIC

315,000 Page Views

ATTENDANCE

50,000+ From around the World





SPONSORSHIP LEVELS

TITLE SPONSOR

\$50,000

- EXCLUSIVE Naming Rights to the event (Brought to you by (your name here))
- Right of first refusal to sponsorship level for 2026
- 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
- Media Coverage: Featured mentions in press releases, media interviews, and social media posts
- Large ice sculpture with in-ice logo at event
- Logo on an event merchandise *as agreed upon with Chamber Foundation
- Your name in lights and on multiple screens throughout the event
- Sponsorship Activation: A 10x20' customized promotional display in park *as agreed upon with the Chamber Foundation
- Presenting/Speaking opportunity at the Opening Ceremony
- Black World Snow Scarf Ceremony
- 10 Tickets: Opening Ceremony
- 10 Tickets: VIP Sponsor Reception and an opportunity to speak
- Post Event Report: Comprehensive report on the events successes, including reach and engagement metrics

PLATINUM SPONSOR

\$27,500

- 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
- Media Coverage: Featured mentions in press releases, media interviews, and social media posts
- Your logo on an ice sculpture
- 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
- Platinum WSSC Scarf Ceremony
- 8 Tickets: Opening Ceremony
- 8 Tickets: VIP Sponsor Reception and an opportunity to speak
- Post Event Report: Comprehensive report on the events successes, including reach and engagement metrics

GOLD SPONSOR

\$17,500

- 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
- Media Coverage: Featured mentions in press releases, media interviews, and social media posts
- Your name in lights and on multiple screens throughout the event
- Your logo on an ice sculpture
- Sponsorship Activation: Customized promotional display in park or Indoor Market *as agreed upon with Chamber Foundation
- Gold WSSC Scarf Ceremony
- 6 Tickets: Opening Ceremony
- 6 Tickets: VIP Sponsor Reception
- Post Event Report: Comprehensive report on the events successes, including reach and engagement metrics

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
\$12,500

- 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
- Media Coverage: Featured mentions in press releases, media interviews, and social media posts
- Option for bar to carry brand's beverage offerings *Restrictions May Apply
- White WSSC Scarf Ceremony
- 4 Tickets: Opening Ceremony
- 4 Tickets: VIP Sponsor Reception
- Post Event Report: Comprehensive report on the events successes, including reach and engagement metrics

SILVER SPONSOR
\$6,500

- Logo recognition on website event page
- Logo recognition on event app
- Fifth-tier logo recognition across printed promotional material, press releases and event signage
- Media Coverage: Featured mentions in press releases, media interviews, and social media posts
- Blue WSSC Scarf Ceremony
- 4 Tickets: Opening Ceremony
- 4 Tickets: VIP Sponsor Reception
- Post Event Report: Comprehensive report on the events successes, including reach and engagement metrics

BRONZE SPONSOR
\$3,500

- Logo recognition on website event page and event app
- Logo recognition across printed promotional material, press releases and event signage
- Media Coverage: Featured mentions in press releases, media interviews, and social media posts
- 2 Tickets: Opening Ceremony
- 2 Tickets: VIP Sponsor Reception
- Post Event Report: Comprehensive report on the events successes, including reach and engagement metrics

SNOWFALL SPONSOR
\$2,000

- Logo recognition on website event page and event app
- Logo recognition across printed promotional material, press releases and event signage
- Media Coverage: Featured mentions in press releases, media interviews, and social media posts
- 2 Tickets: VIP Sponsor Reception
- Post Event Report: Comprehensive report on the events successes, including reach and engagement metrics

SNOWMAN SPONSOR
\$750

- Logo recognition on website event page and event app
- Logo recognition across printed promotional material, press releases and event signage
- Media Coverage: Featured mentions in press releases, media interviews, and social media posts
- Post Event Report: Comprehensive report on the events successes, including reach and engagement metrics

FROSTY FRIEND
\$500

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

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MAKE A DIFFERENCE

SPONSORSHIP OPPORTUNITIES



SCAN THIS QR CODE OR VISIT
[WORLDSCULPTINGSTILLWATERMN.COM/SPONSORSHIP-2025](https://worldsnowsculptingstillwatermn.com/sponsorship-2025)





2025 SPONSORSHIP AGREEMENT

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

SPONSORSHIP LEVEL (CHECK ONE)

- Title Sponsor (\$50,000)
- Platinum Sponsor (\$27,500)
- Gold Sponsor (\$17,500)
- Concession Tent Sponsor (\$12,500)
- Silver Sponsor (\$6,500)
- Bronze Sponsor (\$3,500)
- Snowfall Sponsor (\$2,000)
- Snowman Sponsor (\$750)
- Frosty Friend (\$500)

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

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