

WINTERFEST 2011



2011 WINTERFEST COMMITTEE

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Dear Winterfest Supporter,

It's Winterfest time again in Lowell! This year we will be celebrating our 11th Annual Winterfest. We hope you will be able to help us make this year's event more successful than ever. On Friday, February 4th and Saturday, February 5th, 2011, Downtown Lowell will once again be transformed into a "Winter Wonderland of Fun."

There will be complimentary activities and entertainment for all ages both days. Also this year, you won't want to miss out on the World Championships of Human Dogsled Racing. Come see why this event was featured on the Discovery Channel's "Wreckreation Nation Program." The event will once again culminate on Saturday evening with a spectacular breathtaking fireworks/pyrotechnic display set to music.

Other featured events include:

- Hot Soup-Bowl Competition (nominal fee)
- Arctic Grill/Club Celsius Live Entertainment
- Penguin Playhouse (children's entertainment)
- Elementary School Children's Snowman-making contest
- Mittens – Children's activities
- Public skating
- Lowla's Dance Party
- Entertainment by "Captured – The Journey Show," Joshua Tree, Entrain and other local favorites
- Northern Exposure Professional Dogsled Demonstration
- *Fahrenheit Tent – Sponsors' Premier Closing Celebration on Saturday evening*

In 2010, Winterfest attracted more than 70,000 people, with families of all ages and with your help we will make Winterfest 2011 even more memorable. Promotional opportunities include advertising in local and regional newspapers, cable television, websites and regional AM and FM radio stations.

Enclosed please find a list of sponsorship levels and benefits offered. We will tailor a package to fit your needs. If you have any questions please call Deb Belanger at 978.459.6150 ext. 115. You can send your sponsorship to the Greater Merrimack Valley Convention and Visitors Bureau, 40 French Street, Second Floor, Lowell, MA 01852 or fax the enclosed form to 978.459.4595.

Lowla says, "Don't Hibernate, Come Celebrate!"

Sincerely,

Leo Creegan, Co-chairman
2011 Winterfest Fundraising Committee

Terry McCarthy, Co-chairman
2011 Winterfest Fundraising Committee

WWW.LOWELLWINTERFEST.ORG

FEBRUARY 4 - 5, 2011