



WINTERFEST 2012

WINTERFEST 2012 COMMITTEE

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January, 2012

Dear Friend:

It is Winterfest time again in Lowell! This year we will be celebrating our 12th Annual Winterfest. We hope you will be able to help us make this year's event more successful than ever. On Thursday, February 9th, Friday, February 10th, and Saturday, February 11th, 2012, downtown Lowell will once again be transformed into a "Winter Wonderland of Fun."

There will be complimentary activities and entertainment for all ages. 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:

- Fashion Show at Lowell High School (new this year!)
- Microbrew Showcase at Masonic Temple (new - entry fee)
- Broomball tournament on ice at the Tsongas Arena (new!)
- Hot Soup-Bowl Competition (nominal fee)
- Arctic Grill/Club Celsius Live Entertainment
- Elementary School Children's Snowman-making contest
- Mittens – Children's activities
- Public skating
- Lowla's Dance Party
- *Fahrenheit Tent –Sponsors' Premier Closing Celebration on Saturday evening*

In 2011, Winterfest attracted more than 70,000 people, with families of all ages, and with your help we will make Winterfest 2012 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,

Richard Bolton, Co-chairman
2012 Winterfest Fundraising Committee

Shawn Cote, Co-chairman
2012 Winterfest Fundraising Committee

WWW.LOWELLWINTERFEST.ORG

FEBRUARY 9 – 11, 2012

Winterfest 2012

Sponsorship and Marketing Opportunities

Frozen Tundra Sponsor

\$15,000

- As a major presenter, your corporate name/logo is displayed on one of only three key components of this event:
 - Human Dog Sled Track
 - Winterfest Countdown Clock
 - Club Celsius Entertainment Center
- Your corporate name/logo is displayed in various marketing materials (print ads, lowellwinterfest.org website, radio ads, and event brochures)
- 36 Sponsor Passes for access to “Fahrenheit,” our heated “Sponsor’s Tent” with complimentary food and beverages at *The Sponsors’ Closing Celebration on **Saturday, February 11th**, from 6:30 pm – 10:30 pm.*
- 8 Sponsor Passes for the *Microbrew Showcase* at the Masonic Temple (this event will be held on **Thursday, February 9th**, from 7-10 pm)
- Opportunity to introduce events at sponsored venues
- A display area for your company material at a designated location in the Festival footprint
- Official Winterfest Gift Basket

Nor’easter Sponsor

\$10,000

- Your corporate name/logo is displayed on one of four components of this event:
 - Fireworks
 - Soup Bowl Competition
 - Sleigh Rides
 - Public Skating
- Your corporate name/logo is displayed in various marketing materials (print ads, lowellwinterfest.org website, radio ads, and event brochures)
- 28 Sponsor Passes for access to “Fahrenheit,” our heated “Sponsor’s Tent” with complimentary food and beverages at *The Sponsors’ Closing Celebration on **Saturday, February 11th**, from 6:30 pm – 10:30 pm.*
- 6 Sponsor Passes for the *Microbrew Showcase* at the Masonic Temple (**this event will be held on Thursday, February 9th**, from 7-10 pm)
- Opportunity to introduce events at sponsored venues
- A display area for your company material at a designated location in the Festival footprint
- Official Winterfest Gift Basket

Blizzard Sponsor

\$7,500

- Your corporate name/logo is displayed on one of four components of this event:
 - Mittens/Museum Madness
 - Arctic Grill
 - Snowman Competition
 - Lowla's Dance Party
- Your corporate name/logo is displayed in various marketing materials (print ads, lowellwinterfest.org website, radio ads, and event brochures)
- 20 Sponsor Passes for access to "Fahrenheit," our heated "Sponsors' Tent" with complimentary food and beverages at *The Sponsors' Closing Celebration on **Saturday, February 11th** from 6:30 pm – 10:30 pm.*
- 4 Sponsor Passes for the *Microbrew Showcase* at the Masonic Temple (**this event will be held on Thursday, February 9th, from 7-10 pm**)
- Opportunity to introduce events at sponsored venues
- A display area for your company material at a designated location in the Festival footprint
- Official Winterfest Gift Basket

Snow Storm

\$5,000

- Your corporate name/logo is displayed on one of two components of this event:
 - Microbrew Showcase
 - Fashion Show
- Your corporate name/logo is displayed in various marketing materials (print ads, lowellwinterfest.org website, radio ads, and event brochures)
- 16 Sponsor Passes for access to "Fahrenheit," our heated "Sponsors' Tent" with complimentary food and beverages at *The Sponsors' Closing Celebration on **Saturday, February 11th** from 6:30 pm – 10:30 pm.*
- 2 Sponsor Passes for the *Microbrew Showcase* at the Masonic Temple (**this event will be held on Thursday, February 9th, from 7-10 pm**)
- Opportunity to introduce events at sponsored venues
- A display area for your company material at a designated location in the Festival footprint
- Official Winterfest Gift Basket

Flurry Sponsor

\$2,500

- Your corporate name is displayed in various marketing materials (print ads, lowellwinterfest.org website, radio ads, and event brochures)
- 10 Sponsor Passes for access to "Fahrenheit," our heated "Sponsors' Tent" with complimentary food and beverages at *The Sponsors' Closing Celebration on **Saturday, February 11th**, from 6:30 pm – 10:30 pm.*
- Opportunity to introduce events at sponsored venues
- Official Winterfest Gift Basket

Snow Squall Sponsor **\$1,250**

- Your corporate name is displayed in various marketing materials (print ads, lowellwinterfest.org website, radio ads, and event brochures)
- 8 Sponsor Passes for access to “Fahrenheit,” our heated “Sponsors’ Tent” with complimentary food and beverages at the *Sponsors’ Closing Celebration on Saturday, February 11th, from 6:30 pm – 10:30 pm.*
- Official Winterfest Gift Basket

Snowflake Sponsor **\$750**

- Your corporate name is displayed in various marketing materials (print ads, lowellwinterfest.org website, radio ads, and event brochures)
- 6 Sponsor Passes for access to “Fahrenheit,” our heated Sponsors’ Tent with complimentary food and beverages at *The Sponsors’ Closing Celebration on Saturday, February 11th, from 6:30 pm – 10:30 pm.*
- Commemorative Winterfest Hat

Icicles Sponsor **\$500**

- 2 Sponsor Passes for access to “Fahrenheit,” our heated Sponsors’ Tent with complimentary food and beverages at *The Sponsors’ Closing Celebration on Saturday, February 11th, from 6:30 pm – 10:30 pm.*
- Commemorative Winterfest Hat

Slush Fund Sponsor **\$250**

- 1 Sponsor Pass for access to “Fahrenheit,” our heated Sponsors’ Tent with complimentary food and beverages at *The Sponsors’ Closing Celebration on Saturday, February 11th, from 6:30 pm – 10:30 pm.*
- Commemorative Winterfest Hat

Snow Angel Sponsor (Friend of Festival) **\$100**

- Commemorative Winterfest Hat

WinterFest 2012 Sponsorship Reply Form

We want to be part of the fun!

Please Print

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No: _____ Fax: _____ Email: _____

- | | | |
|----------|-------|-----------------------|
| \$15,000 | _____ | Frozen Tundra Sponsor |
| \$10,000 | _____ | Nor'Easter Sponsor |
| \$ 7,500 | _____ | Blizzard Sponsor |
| \$ 5,000 | _____ | Snow Storm Sponsor |
| \$ 2,500 | _____ | Flurry Sponsor |
| \$ 1,250 | _____ | Snow Squall Sponsor |
| \$ 750 | _____ | Snow Flake Sponsor |
| \$ 500 | _____ | Icicles Sponsor |
| \$ 250 | _____ | Slush Fund Sponsor |
| \$ 100 | _____ | Snow Angel Sponsor |

- Enclosed is my check for \$ _____ please make payable to:
The Greater Merrimack Valley Convention & Visitor's Bureau (CVB).

or

- Please invoice me for \$ _____.

I understand this must be paid in full by Friday, January 27, 2012.

Return this form by Friday, Monday, January 16, 2012 to

Deborah Belanger, Greater Merrimack Valley CVB

40 French Street, Second Floor

Lowell, MA 01852

Fax to 978-459-4595 or Email to dbelanger@merrimackvalley.org