

friends of two rivers
sn**wfest**
fun in the snow in the summer since 1936

SNOWFEST 2021

LEVELS OF SPONSORSHIP

501C3 THE FRIENDS OF TWO RIVERS SNOWFEST IS A 501C3 ORGANIZATION FOUNDED IN 2018 WITH
CHARITY EVENT THE GOAL OF BRINGING SNOWFEST BACK. THIS COMMUNITY-BASED ORGANIZATION PLANS TO
USE THE PROCEEDS FROM THIS EVENT TO SUPPORT ORGANIZATIONS IN THE COMMUNITY.

DEAR POTENTIAL, SNOWFEST SPONSOR,

THE FRIENDS OF TWO RIVERS SNOWFEST IS WELL ON ITS WAY TO BRINGING BACK SNOWFEST TO TWO RIVERS, WISCONSIN ON JULY 23-35, 2021. INTERESTINGLY OUR START DATE IS 84 YEARS TO THE DAY FROM THE FIRST SNOWFEST BACK IN 1937.



Snowfest throughout its history has celebrated the finding of snow in the middle of summer and has become a source of civic pride. Throughout its history organizations such as the Lions, Rotary, American Legion, the Chamber of Commerce and lastly the Jaycees have hosted this great festival but due to lack of participation Snowfest last existed in the last 1990's. The mantle of hosting this festival and all of the great things that it represents for the city of Two Rivers now has fallen to our group.

Two Rivers and the surrounding area has seen a great deal of change and challenges in the last few years including the current global COVID-19 pandemic and generally has been challenged to find something to rally around. With the input we have seen from the community we really feel that Snowfest has become that thing for the community.

The Friends of Two Rivers Snowfest is hosting Snowfest with the goal of being able to support other local organizations in their missions as well as helping to improve the quality of life in Two Rivers and the surrounding area through supporting the local park system as well.

Through a wide variety of entertainment, games and amusements we are working to make Snowfest 2021 a truly family friendly event for all generations.

We'd like your help to make this festival a reality. Attached you will find information on the different sponsorship opportunities available to you to help support Snowfest 2021. In addition to the sponsorship tiers you will find the benefits of each of the tiers and the things in return we will provide to you for your support.

To help support your message The Friends of Two Rivers Snowfest is combining multimedia advertising, public relations, social media and website coordination to create a cohesive marketing plan that successfully targets adults 25-54 who are residents of the six-county area surrounding Two Rivers. It is this age group that remembers the past history of the event and has been the strongest supporters of the rebirth of the event.

The Friends of Two Rivers Snowfest are working with local print media including the Herald Times Reporter, The Green Bay Press Gazette as well as Frankly Green Bay.

Through our partnership with Seehafernews.com as well as the radio stations of Seehafer Broadcasting your message will be distributed over six different radio stations with a reach of over 260,000 people. Additionally, through our media partners WFRV and WGBA your message and that of our presenting sponsors will be spread over their 16-county broadcast reach in the months preceding the event.

Our organization's website will highlight our sponsors prominently both during the event and prior to the event as well. Our Facebook account and group page are constantly updated and are becoming to go to sources for information on the event. In the last year there are have been over 13,000 webpage visits, A monthly post reach average of 7,500 page views on Facebook with a post reach of over 40,000 people. We are developing an active following on Twitter and Instagram as well.

If you are interested in sponsoring at any level, please fill out the sponsor interest form at the back of the packet and either send or email to the email address above. We will call to follow up and confirm your request. In addition, we can sit down and discuss further the opportunities that exist for larger naming sponsorships and sponsorships of different parts of the events that are possible.

Thank you for the time and for your consideration of sponsoring Snowfest 2021.

TONY SACHSE

Co-Chair, Friends of Two Rivers Snowfest

JEFF SACHSE

Co-chair, Friends of Two Rivers Snowfest

SNOWFEST LEVELS OF SPONSORSHIP

THE FRIENDS OF TWO RIVERS
SNOWFEST IS A NON-PROFIT
SERVICE ORGANIZATION
FOUNDED IN 2018. IT IS
OUR GOAL TO BRING BACK
SNOWFEST, A POSITIVE
COMMUNITY EVENT TO TWO
RIVERS THE SUMMER OF 2021.

Snowfest started in 1937 and was held yearly with a carnival, parade, music and food bringing people in our community together for a weekend of fun for both children and adults. Unfortunately, due to a few different factors Snowfest faded into a memory. We are hoping with the help of community business owners and other sponsors to bring this event back to life.

Money provided through sponsorships will be used to help other Non-profit groups in our area and continue to help offset the cost of what it will take to make this event happen for many years to come.

Please review the following different options we have for you or your company to help us achieve our goals. We have many different opportunities for your business to get involved. You can choose to sponsor the event itself or choose to be a premier sponsor for one of the following areas. Food and drink, children's game area, children's entertainment, adult entertainment and the parade.



SNOW PLOW.....\$5000+

Company/business will be recognized with a special banner with your company/business name and logo stating you are the sole sponsor of one part of our Snowfest event.

PREMIER
SPONSOR

- The opportunity to lead the Snowfest parade.
- Recognized on all paid and non-paid media through radio, print, television and electronic media.
- Company/business name will be included on all banners promoting the event.
- Company/business name will be included in Facebook and website advertising.
- Company/business name on our can koozies and volunteer t-shirts.



SNOW WARNING.....\$1000-\$4999

- Company/business name will be included in all media coverage.
- Company/business name will be included on all banners promoting the event.
- Company name and logo will be included in Facebook, print and website advertising.
- Company/business name on our can koozies and volunteer t-shirts.



SNOW WATCH.....\$100-\$999

- Company/business name on banners throughout the Snowfest grounds.
- Advertisement on our Facebook page and our website.
- Company/business name on our can koozies.
- Flyers recognizing you as a sponsor throughout the Snowfest grounds.

WE THANK YOU FOR YOUR TIME AND HOPE TO BE
WORKING WITH YOU AS YOU SUPPORT OUR GREAT EVENT.

DONATION FORM

IF INTERESTED IN SPONSORING SNOWFEST 2021, PLEASE FILL OUT THE FOLLOWING FORM AND RETURN BY MAIL OR EMAIL TO THE ADDRESSES BELOW.

SNOW PLOW SPONSORSHIP (PREMIER/NAMING SPONSOR – \$5000 or higher)

Which specific area would you like to sponsor?

- Children's Game Area Children's Entertainment Food and Drink
 Main Stage Entertainment Friday Night Main Stage Entertainment Saturday Night
 Main Stage Entertainment Sunday Afternoon Parade

SNOW WARNING SPONSORSHIP (\$1000-\$4999)

SNOW WATCH SPONSORSHIP (\$100-\$999)

Sponsorship commitment of \$ _____ for 2021 Snowfest.

THANK YOU FOR YOUR CONSIDERATION OF SPONSORING PART OF SNOWFEST 2021!

ENTERTAINMENT AND VENDOR FORMS AVAILABLE UPON REQUEST.

CONTACT INFORMATION

Community/business name: _____

Contact name: _____

Address: _____

Phone number: _____ Email: _____

Return by mail: The Friends of Two Rivers Snowfest
2826 Sandy Ridge Drive, Two Rivers WI 54241

Return by email:
tworiverssnowfest@gmail.com