

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

# SNOWFEST 2022

## 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.

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# DEAR POTENTIAL, SNOWFEST SPONSOR,

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THE FRIENDS OF TWO RIVERS SNOWFEST LOOKS FORWARD TO SNOWFEST 2022 ON JULY 22-24, 2022. WE LOOKING FORWARD UPON BUILDING ON OUR EVENT IN 2021 AND CELEBRATING THE HISTORY OF AN EVENT THAT DATES BACK TO 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, and since 2018 our organization has been tasked with helping keep this history alive.

The Friends of Two Rivers Snowfest works to host 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 2022 a truly family friendly event for all generations which build on our success this past year.

We'd like your help to make this a reality. Attached you will find information on the different sponsorship opportunities available to you to help support Snowfest 2022. 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 targets adults in all age ranges who attended Snowfest 2021 who are residents of the Green Bay media market. These adults and their families remember the past history of the event and were strong supporters of its return in 2021.

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. Our radio and TV media partners help reach throughout the Green Bay media market which represents more than 1 million people.

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 70,000 webpage visits, A monthly post reach average of 13,000 page views on Facebook with a post reach of over 65,000 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 2022.

**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  
ORGANIZATION FOUNDED IN  
2018. OUR GOAL IS TO PROMOTE  
SNOWFEST AS A POSITIVE COMMUNITY  
EVENT HELD EACH SUMMER IN  
SUPPORT OF OUR COMMUNITY.

Snowfest started in 1937 and returned in 2021 following a 23 year absence. This yearly event hosts a parade, music, a carnival, great food and a community spirit. It brings people in our community together and is a weekend of fun for both children and adults.

We hope with the help of community sponsors like you we will be able to continue to grow upon on the return of this great event in 2021.

**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.....\$2500+

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-\$2500

- 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.....\$500-\$1000

- 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.

## SNOW SQUALL.....\$100-500

- Company/business name on banners throughout the Snowfest grounds.
- Advertisement on our Facebook page and our website.

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

# SPONSORSHIP FORM

IF INTERESTED IN SPONSORING SNOWFEST 2022, PLEASE FILL OUT THE FOLLOWING FORM AND RETURN BY MAIL OR EMAIL TO THE ADDRESSES BELOW.

**SNOW PLOW SPONSORSHIP** (PREMIER/NAMING SPONSOR – \$2500 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-\$2500)

**SNOW WATCH SPONSORSHIP** (\$500-\$1000)

**SNOW SQUALL SPONSORSHIP** (\$100-\$500)

Sponsorship commitment of \$ \_\_\_\_\_ for 2022 Snowfest.

THANK YOU FOR YOUR CONSIDERATION OF SPONSORING PART OF SNOWFEST 2022!

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  
P.O. Box 100, Two Rivers WI 54241

**Return by email:**  
tworiverssnowfest@gmail.com