



# FR STIVAL

## MAKING COLD COOL

An event celebrating the cool of winter in one of the coolest places around.

JANUARY 27 - 28

# 2017

**SPONSORSHIP  
OPPORTUNITIES**



# FROSTY FACTS

Okay, admit it. We really don't hate winter as much as we say we do. We all complain about it, but the truth is - at the very least - we do find some parts of it enjoyable. Seriously, don't we secretly find pride in the fact that WE can survive a Northern winter? We are a tough and resilient group that feels like we have been initiated into a highly respected club.



Estimated attendance for the 2016 Frostival was 3,261

So, what if we wanted to add members to this elite club? What else could we do to embrace winter? To show the world that winter is an exhilarating season to experience, create memories and develop stories of survival? A story like, "I did yoga in the snow when it was 20 below!"

**We decided that we need to keep pace with our grandparents who had to 'walk uphill, both ways, in the snowstorm just to get to school.'**

We decided that we need to keep pace with our grandparents who had to 'walk uphill, both ways, in the snowstorm just to get to school.' We need to create memories to tell our future generations. So why not golf or play softball in the snow?

Let's have more winter fun - socialize not just on the patios of summer, but on the ice of winter too. Let's have a weekend of games and activities during the deepest, darkest part of winter - the weekend between the NFL Conference Championships and the Super Bowl.

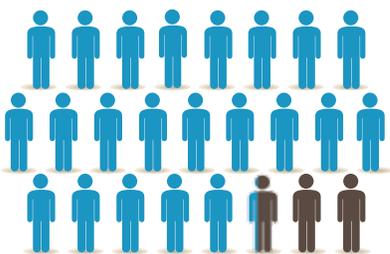
We call it Frostival. It's a celebration of winter that happens in one of the coolest places around. You're invited. So, grab your friends, bring your spirit of adventure (and maybe some mittens) and join us.



Facebook event had 1.3K that attended and 2.9K interested

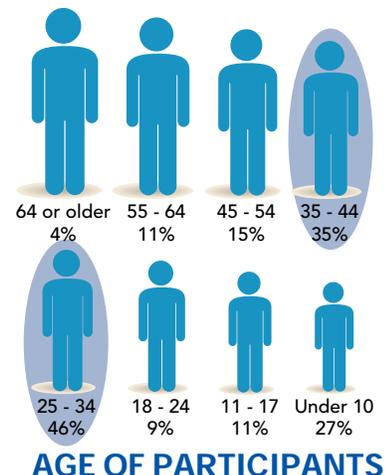
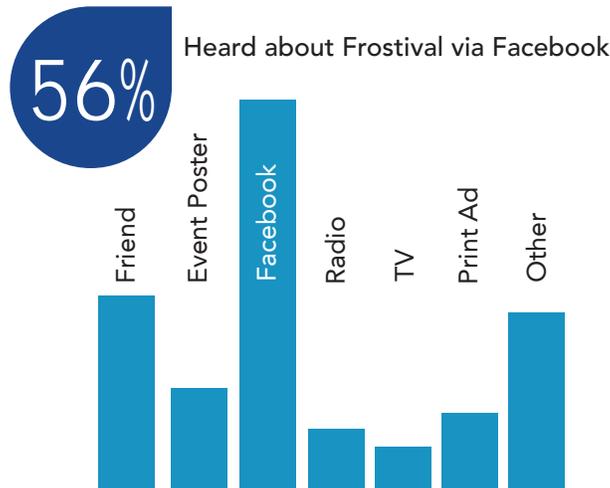


Frostival website was visited more than 20,000 times by people from all over the US and several other countries



89%

Said they would participate again next year





# SPONSORSHIP OPPORTUNITIES

Please join us in building a stronger, prouder, more vibrant community. We need the support of our community builders. Companies like yours that have the reputation of being in the forefront of everything good and positive in our city. We need your name and all the positive connotations that come with it. You are recognized as a leader and admired throughout our region. Consider this opportunity to partner with the event that our communities will embrace and want to be a part of for years to come. It is a unique opportunity to get in on the ground floor of something that has tremendous impact on those that living in our region and **attracting future employees, students, home buyers, entrepreneurs and residents.**

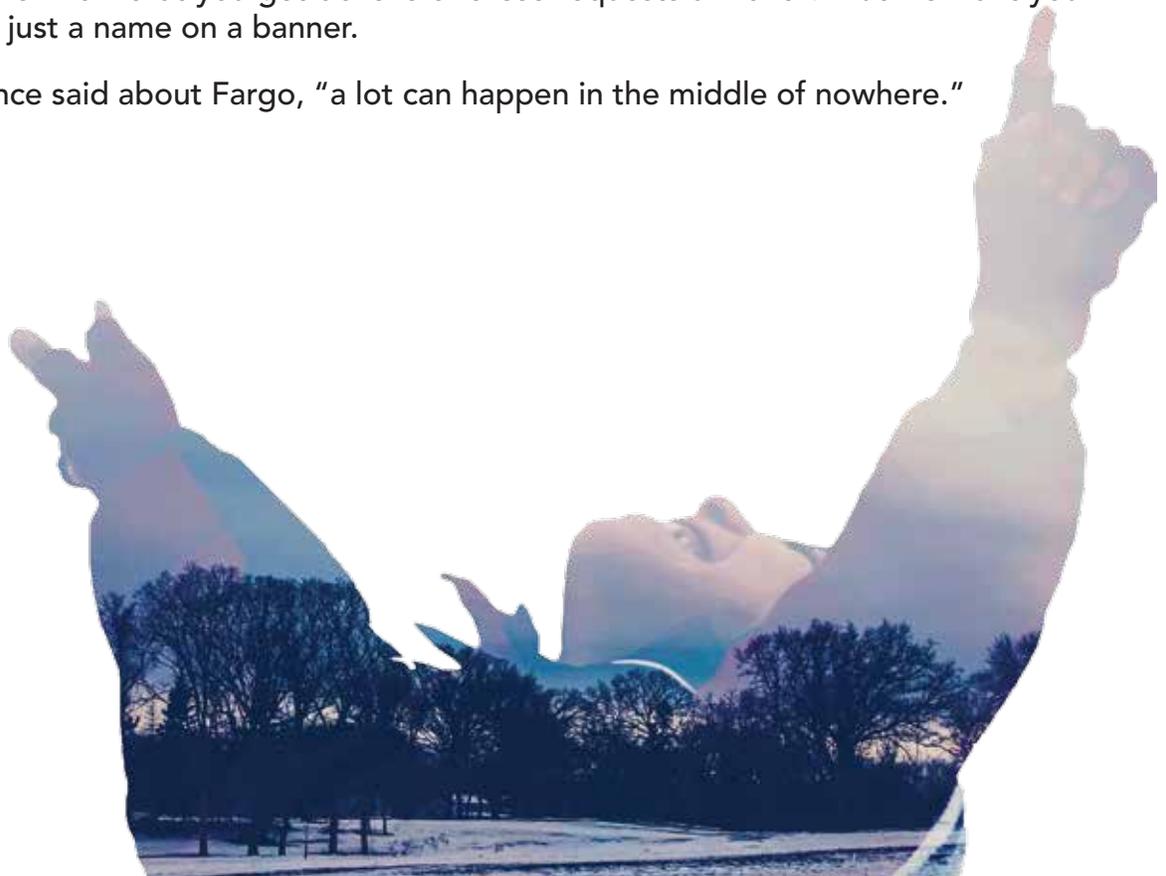
**Companies like yours that have the reputation of being in the forefront of everything good and positive in our city.**

Why you? To show off how hip and “cool” you are to existing and new customers AND current and future team members. Everyone will want to be part of your organization, because you are part of “making cold cool.” Be part of this exhilarating synergy and help us make it happen right here in our home town.

So tell us – what would inspire you to write a check? What would make you feel like a partner and not just our banker? We know that you get dozens of these requests a month. But we want you to be part of this. Not just a name on a banner.

As someone famous once said about Fargo, “a lot can happen in the middle of nowhere.”

**a lot can happen in the middle of nowhere.**



## BLIZZARD

\$10,000

- Reserved parking at Kick-Off
- Free 10 x 10 booth space at Base Camp/BBQ Cook-Off
- Reserved parking spots at Base Camp
- Cocoa cups logo
- Branded bags for s'more kits
- Listed on event signage/marketing at Kids Winter Boot Camp
- Logo on wristbands
- Drink tickets at Kick-Off
- Social media posts
- Signature winter hat
- Passes to BBQ Cook-Off
- Link and logo on sponsor page of Frostival website

## SNOWBALL

\$5,000

- Listed on event signage/marketing at Kids Winter Boot Camp
- Logo on wristbands
- Drink tickets at Kick-Off
- Social media posts
- Signature winter hat
- Passes to BBQ Cook-Off
- Link and logo on sponsor page of Frostival website

## ICE HOUSE

\$2,500

- Branded 10 x 10 tent and signage at 1 competition (availability based on commitment date)
- Hospitality opportunities at competition events
- Registration for 1 team or 4 individuals at select competition
- Social media posts
- Signature winter hat
- Passes to BBQ Cook-Off
- Link and logo on sponsor page of Frostival website

## FRIENDS OF FROSTIVAL

\$1,000

- Signature winter hat
- Passes to BBQ Cook-Off
- Link and logo on sponsor page of Frostival website

## WINTER SURVIVAL

\$1 - \$999

Listed on the Frostival Website



# SPONSORSHIP OPPORTUNITIES

	BLIZZARD \$10,000	SNOWBALL \$5,000	ICE HOUSE \$2,500	FRIEND \$1,000
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Recognition on ads
Company group picture
\$500 in registration fees
Reserved parking spots at Kick-Off
Free 10 x 10 booth space at Base Camp/BBQ Cook-Off
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CONTACT STEPHONIE BROUGHTON | 701.365.4573 | STEPHONIE@FROSTIVAL.COM

Want to be involved, but these aren't quite the right fit? Contact us and we'll customize something just for you!



# FARGO

MOORHEAD | WEST FARGO  
ATHLETIC COMMISSION

**CONTACT**  
**STEPHONIE BROUGHTON**  
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STEPHONIE@FROSTIVAL.COM

FARGO-MOORHEAD  
ATHLETIC COMMISSION  
2001 44TH ST S | FARGO ND 58103

## GET INVOLVED

So, you heard about what we are doing and you want to get involved... Awesome! Visit our website for more information on how to help: [FROSTIVAL.COM](http://FROSTIVAL.COM)

**OFFICIAL EVENT**

**VENDORS**

**VOLUNTEER**

