



## **30th Annual Winterfest Wonderland Sponsor**

*Luminaries, ice sculptures, the mug walk, shopping passport & music is back!  
This year's theme: Fire & Ice heralds street performers, a winter wonderland at the  
Mauch Chunk Ballroom & themed drink & food specials at participating restaurants.  
Don't miss your chance to be an integral part of this year's success!*

As a Winter Wonderland Sponsor for The 30th Annual Winterfest, you will have access to this milestone event and receive the following sponsorship opportunity

**10x10 Space** 2x days to sell and/or giveaway promotional products to upwards of 600 people  
(table/chairs not included) 12-5pm February 18&19th

**Logo** on MUGWALK MAP in the JT APP

**Social Post Mention** on Facebook Event Page listing

**Social Post Mention** in Email blast (30K) people

**Mention** in JT Visitor FB Page (33K) people

**2 tickets** to the Snowball Yoga/Dance Fire & Ice party Saturday 2/18 9am-12 noon

*Total Promotional Value: \$1000*

**3 available.**

**Total Investment                      \$800**

For questions, more info or to customize your marketing needs, contact

**Michelle Gallagher**

570-954-4520

Michelle@VenusRisingInc.com



## **30th Annual Winterfest Snowshoe Sponsor**

*Luminaries, ice sculptures, the mug walk, shopping passport & music is back!  
This year's theme: Fire & Ice heralds street performers, a winter wonderland at the  
Mauch Chunk Ballroom & themed drink & food specials at participating restaurants.  
Don't miss your chance to be an integral part of this year's success!*

**As the Snowshoe Sponsor for The 30th Annual Winterfest**, you will have access to this milestone event and receive the following sponsorship opportunities:

**1x** ¼ pg Ad in The Jim Thorpe Current News Paper Feb. (**Art due Jan 4th**)

**20x** :30 radio spots from 6am-7pm on WMGH FM.

**YOUR LOGO** The Mugwalk Landing/ Mug Purchase page

**YOUR LOGO** on the Pocono Mountain Visitors Bureau landing page

**7x weeks** social post mention on Facebook Winterfest Event Page

**7x weeks** social post mention Jim Thorpe PA Visitor Info FB page (33K people)

**1x email** blasts (up to 30K people) to include your LOGO/ call to action

**1x** Jim Thorpe App customized promotional tweet to subscribers

**10x10 Booth** space 2x days at the Winter Wonderland, Mauch Chunk Ballroom

*(table/chairs not included) 12-5pm, Saturday February 18th & Sunday February 19th*

**2x tickets** to the Snowball Yoga/Dance Fire & Ice party Saturday 2/18 9am-12 noon

*Total Promotional Value: \$8000*

**Total Investment: \$5000**

For questions, more info or to customize your marketing needs, contact

**Michelle Gallagher**

570-954-4520

Michelle@VenusRisingInc.com



## **30th Annual Jim Thorpe Winterfest Iceberg Sponsorship**

*Luminaries, ice sculptures, the mug walk, shopping passport & music is back!  
This year's theme: Fire & Ice heralds street performers, a winter wonderland at the  
Mauch Chunk Ballroom & themed drink & food specials at participating restaurants.  
Don't miss your chance to be an integral part of this year's success!*

As the featured **Iceberg Sponsor** for The 30th Annual Winterfest, your company will have access to this milestone event and receive the following sponsorship opportunities:

**1x** Junior Page Ad in The Jim Thorpe Current News Paper/ Feb. (Art due Jan 4th)

**20x** :30 radio spots from 6am-7pm on WMGH FM.

**YOUR LOGO** The Mugwalk Landing/ Mug Purchase page

**YOUR LOGO** on the Pocono Mountain Visitors Bureau landing page

**YOUR LOGO** on 600 Shopping Passports (print)

**7x weeks** mention on Facebook Winterfest Event Page

**7x weeks** mention Jim Thorpe PA Visitor Info FB page (33K people)

**2x** Jim Thorpe App tweet to all subscribers

**2x email** blasts (up to 30K people) to include **your LOGO/ call to action**

**10x10 Booth** space 2x days 12-5pm at the Winter Wonderland, Mauch Chunk Ballroom  
*(table/chairs not included)*

**2x** tickets to the Snowball Yoga/Dance Fire & Ice party Saturday 2/18 9am-12 noon

*Total Promotional Value: \$10,000 / ONE opportunity available*

***TOTAL INVESTMENT: \$8,000.***

For questions, more info or to customize your marketing needs, contact

**Michelle Gallagher**

570-954-4520

Michelle@VenusRisingInc.com



## 30th Annual Winterfest Grand Fire Presenting Sponsorship

*Luminaries, ice sculptures, the mug walk, shopping passport & music is back!  
This year's theme: Fire & Ice heralds street performers, a winter wonderland at the Mauch Chunk Ballroom & themed drink & food specials at participating restaurants. Don't miss your chance to be an integral part of this years success*

As the **Grand Fire Presenting sponsor for The 30th Annual Winterfest**, your company will have access to this milestone event and receive the following sponsorship opportunities:

**1x** Full Page Ad in The Jim Thorpe Current News Paper/Feb. (Art due Jan 4th)

**20x** :30 radio spots from 6am-7pm on WMGH FM.

**YOUR BUSINESS** mentioned in Press Release & all press thereafter

**YOUR LOGO** on the Winterfest Train Station Banner (February 3rd -23rd)

**YOUR LOGO** The Mugwalk Landing/ Mug Purchase page / *Placed when received*

**YOUR LOGO** on the Pocono Mountain Visitors Bureau landing page

**YOUR LOGO** on **600** gift bags accompanying Mug Walk Bags

**YOUR LOGO** on **600** Shopping passports (print)/ Mugwalk Map accompanying the Mugs

**YOUR LOGO** on the Jim Thorpe APP mugwalk map (digital)

**YOUR LOGO** on **40x 11x14** multi colored posters placed in businesses

**7x weeks** mention on Facebook Winterfest Event Page

**7x weeks** mention Jim Thorpe PA Visitor Info FB page (33K people)

**2x** Jim Thorpe App tweet to all subscribers

**2x email** blasts (up to 30K people) to include **your LOGO/ call to action**

**10x10 Booth** space at the Winter Wonderland, Mauch Chunk Ballroom *(table/chairs not included)*

*12-5pm 2x days Saturday February 18th & Sunday February 19th*

**4 tickets** to the Snowball Yoga/Dance Fire & Ice party Saturday 2/18 9am-12 noon

*Total Promotional Value \$15,000.*

## **TOTAL INVESTMENT: \$10,000**

For questions, more info or to customize your marketing needs, contact

**Michelle Gallagher**

570-954-4520

Michelle@VenusRisingInc.com



## **Winter Wonderland Entertainment Sponsor**

*Luminaries, ice sculptures, the mug walk, shopping passport & music is back!  
This year's theme: Fire & Ice heralds street performers, a winter wonderland at the  
Mauch Chunk Ballroom & themed drink & food specials at participating restaurants.  
Don't miss your chance to be an integral part of this year's success!*

**As a Winter Wonderland Entertainment Sponsor for The 30th Annual Winterfest**, you will have access to this milestone event and get in on the ground floor of this year's Winter Wonderland at the Mauch Chunk Ballroom.

You will receive the following sponsorship opportunity

Recognition as entertainment sponsor

Mention In press release

2x Social posts leading up to the festival on dedicated Winterfest Facebook page

2x Social posts leading up to the festival on the Experience Jim Thorpe FB page

Mention on PMVB Website

Logo on the Winterfest/ Mugwalk landing page

2 tickets to the Yoga/Dance Snowball Saturday February 18th 9am-12pm.

***Exclusive. One Sponsorship Available.***

**Total Investment      \$500**

For questions, more info or to customize your marketing needs, contact

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