WINTER + SOLSTICE FESTIVAL

The 2024 Winter Solstice Festival gathers Fairbanks together during the holidays to promote our local businesses with a weeklong family friendly event kicking off 12/14 and culminating on 12/21. The 2024 activities include:

- **Holiday Bazaar** (12/14) in The Morris Thompson Cultural and Visitor Center
- **The Winter Lights Walk** (12/14-21) by FNSB Parks & Recreation
- **Moose on the Loose** (12/19-21) local business scavenger hunt by Fairbanks Economic Development Corporation
- **Reindeer + Elf Downtown** (12/21) by the Downtown Association
- **Solstice Fireworks Downtown** (12/21) by the Downtown Association

This event cannot happen without the support of the local community, please consider sponsoring one of the many aspects of the festival!

SPONSORSHIP OPPORTUNITIES

Title Sponsor - $12,000 (~~1 Available~~)

Sold Out!

The Title Sponsor supports every aspect of the Winter Solstice Festival and is the presenting sponsor across all 2024 events.

- Everything On Back Page
- Logo Presence on All Winter Solstice Festival Promotion
- Large Logo on Top of Website
- Option for Title Sponsor Tree
- Logo on Ice for Fireworks Show
- Exclusive Golden Heart Plaza Banners

One Left!

Sparkler Sponsor - $5,000 (3 Available)

Help make the 2024 Winter Solstice Festival special by supporting the Reindeer and Elf downtown for branded photos, a Hot Chocolate Station **or** first ever Mushing Track in Griffin Park!

- Everything On Back Page
- Logo on either the Reindeer Photos, Hot Chocolate Station, or Mushing Starting Point
- Large Logo on Top of Website

Moose Sponsor - $3,500 (2 Available)

Mortimer the Moose needs your help gathering local businesses for the annual Moose on the Loose scavenger hunt!

- Everything On Back Page
- Logo on Moose on the Loose Passport
- Logo on Print Materials + Ballot Boxes

Mock ups for illustrative purposes only, actual design, size, orientation and location of banner may differ from Image.

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SPONSORSHIP OPPORTUNITIES

Spirit Sponsor - $2,500 (5 Available)

Help Fairbanks get into the festive spirit and get your logo on 2nd Ave during holiday shopping seasons.

- Everything in Big Dipper Level
- Banner on 2nd Ave Light Pole
- Individual Social Media Shout Out

Aurora Sponsor - $1,000

Light up the Winter Lights Walk with your business logo on pennant flags from Golden Heart Plaza to the Morris Thompson Cultural & Visitor Center.

- Everything Below to Big Dipper Level
- Logo on Pennant Flags for Tree Walk
- Logo on Website

Big Dipper Sponsor - $500

Shine bright in the community by supporting the 2024 Winter Solstice Festival.

- Group Social Media Shout Out
- Media Kit to Self-Promote to your Audiences
- Listed on Web Page

Friend of the Festival - $250+

The Friend of the Festival Sponsor helps support every aspect of the festival.

- Media Kit to Self-Promote
- Listed on Festival Web Page

Tree Sponsor - $500

Help spread holiday cheer downtown by joining the Winter Lights Walk tree decorating contest! Tree decorating stops on 12/9, all profits will be pooled and donated to the charity of the winner's choice from a preselected list.

- Group Social Media Shout Out
- Listed on Festival Web Page
- Logo and Business Name on Tree Voting Card
- Large Logo on Signage Next to Tree
- Promotional Signage for Participating Business
- Winning Team:
  - Chooses Charity Donation from Preselected List
  - Featured on Big Dipper Board for a Month

DOWNTOWN ASSOCIATION FAIRBANKS Community Services

Fairbanks Economic Development Corporation

FAIRBANKS NORTH STAR BOROUGH PARKS & RECREATION

MORRIS THOMPSON CULTURAL AND VISITORS CENTER

Any donation to the Winter Solstice Festival supports a dynamic community event and may be tax deductible. To sign up for a sponsorship please contact Olivia at (907) 322-2665 or liv@goldenheartconsulting.com