SPONSORSHIP OPPORTUNITIES

WINTER ✦ SOLSTICE FESTIVAL

The 2025 Winter Solstice Festival gathers Fairbanks together during the holidays to promote our local businesses with a weeklong family friendly event kicking off December 12th and culminating on December 20th The 2025 activities include:

- **The Winter Lights Walk**
  12/12-12/20
- **Storefront Decoration Contest**
  12/12-12/20
- **Holiday Bazaar**
  12/13-12/14
- **Hot Chocolate Booth**
  12/20
- **Mushing Track**
  12/20
- **Reindeer + Elf Downtown**
  12/20
- **Solstice Fireworks Downtown**
  12/20

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

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 2025 events.

- Everything From Spirit Sponsor Below
- Logo on Ice for Fireworks Show
- Logo Presence on All Winter Solstice Festival Promotion
- Largest Logo on Top of Website
  - Averages 3.5k views in December alone!
- Option for Title Sponsor Tree
- Banner on 2nd Ave Light Pole AND Exclusive Golden Heart Plaza Banners

Sparkler Sponsor - $5,000 (4 Available)

Help make the 2025 Winter Solstice Festival special by supporting the Reindeer and Elf downtown for branded photos, a Hot Chocolate Station, Mushing Track in Griffin Park, **or** our first ever Downtown Storefront Decoration Contest!

- Everything Below
- Banner on 2nd Ave Light Pole
- Logo on either the Reindeer Photos, Hot Chocolate Station, Mushing Starting Point, **or** Storefront Decoration Cards
- Large Logo on Top of Website
  - Averages 3.5k views in December alone!

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 Below
- Banner on 2nd Ave Light Pole
- Individual Social Media Shout Out
- Large Logo on Website
  - Averages 3.5k views in December alone!

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

DOWNTOWN ASSOCIATION FAIRBANKS Community Services

GOLDEN HEART consulting

FAIRBANKS NORTH STAR BOROUGH PARKS & RECREATION

MORRIS THOMPSON CULTURAL AND VISITORS CENTER

WINTER + SOLSTICE FESTIVAL

SPONSORSHIP OPPORTUNITIES

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
- 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 Website

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 Website

Tree Decoration Contestant - $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

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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