



"A Hometown Celebration"

Dear Friends of Downtown Lorain,

We have a great opportunity for you to support Lorain Winterfest! Over 4000 families see the beautiful lights, displays, fireworks, visit Santa Land and other activities on the Saturday of Thanksgiving weekend. After Lorain Winterfest, The Lorain Growth Corporation continues to use advertising throughout the year at the Black River Landing events and festivals. Other advertising in tourist magazines and on social media continue to provide access to over half a million homes across Ohio, Indiana, and Pennsylvania. Over 60,000 people visiting Black River Landing and festivals (International Festival, Rockin' on the River shows and Brewfest) will see your advertising on banners, through your support for Lorain Winterfest!!

Since this is an all-volunteer program, all the funds go directly to support equipment purchases and Holiday decorations in Downtown Lorain. Enclosed is a list of ways you can assist Lorain Winterfest during the Holiday season and provide opportunities for families to visit Santa Land or Trees and Trains during the Thanksgiving weekend and throughout the holiday season.

We have six ways you can assist! With each level of support is an opportunity to be a part of this family-friendly activity and to advertise your support for Lorain throughout the entire year. The following list provides the sponsorship levels and associated advertising opportunities. Please consider selecting one of these Sponsor levels.

Thank you for your support!!

Jack Bradley
Mayor
City of Lorain

Jim Long
President
Lorain Growth Corporation

Joyce Rhodes
Chairperson
Lorain Winterfest



Fireworks Sponsor - \$3,000

Business 5-minute presentation on the event stage first night of Winterfest
Title Sponsor recognition in all advertising to include Rockin' on the River Summer Series
Title Sponsor mention in all activities associated with the festival and throughout the year
Title Sponsor Listing in 2021 Lorain County visitor's guide throughout Ohio
Sponsor mention in all radio, TV, print ads and social media throughout Ohio
Fireworks Sponsor listing on banner for one year.
Fireworks Sponsor in all activities associated with the festival
Major advertising of your logo on the front page of the Lorain Winterfest website

Trolley Park Decorations (across from Ariel Hotel) - \$2,000

Title Sponsor recognition in all advertising to include Rockin' on the River Summer Series
Title Sponsor mention in all activities associated with the festival and throughout the year
Trolley Park Sponsor Banner at location (at Bastille Bridge crossing)
Sponsor mention in all radio, TV, print ads and social media throughout Ohio
Advertising with your logo on the front page of the Lorain Winterfest website

Santa Land Sponsor - \$1,500

Santa Land Sponsor Banner at location
Santa Land Sponsor mention in all activities and advertising associated with the festival
Santa Land Sponsor listing in 2021 Brochure
Santa Land Sponsor group picture with Santa for Lorain Winterfest website!

Holiday Light Sponsor - \$1,000

Switch the lights on at event stage, after parade
Sponsor banner at event stage
Sponsor listing in 2021 Brochure
Sponsor mention in all activities with the festival
Light Sponsor picture on the Lorain Winterfest website

Parade Sponsor - \$500

Sponsor banner at beginning of the Parade
Sponsor listing in all Lorain Winterfest activities

Toy Soldier or Personalized Banner Sponsor - \$200

Downtown light pole banners for business, political officials, schools, nonprofits, or families
Sponsor receives the posting of a banner mounted on a lighted pole with name on the banner
Sponsor banner remains posted from November 15 through January 31
Sponsor has the option to renew in succeeding years for just \$100 per year

The form for sponsorship is provided on the next page. Please follow the instructions and send or email the application as soon as possible.

If you have any questions, please call Joyce Rhodes at (440)308-6824 or email Joyce at info@lorainwinterfest.org .

Lorain Winterfest Sponsorship Application

Please use this form to *Register as a sponsor*, which includes your promotional advertising for one year by Lorain Winterfest. *Email completed form to: info@lorainwinterfest.org or mail to: PO Box 213, Lorain, Ohio 44052. If you need a copy of the 501c3 letter or W-9 please check here _____*

1. Select your Sponsorship Level:

_____ Winterfest Fireworks Sponsor	\$3,000
_____ Trolley Park Decorations (across from Ariel Motel)	\$2,000
_____ Santaland Sponsor	\$1,500
_____ Holiday Lights Sponsor	\$1,000
_____ Parade Sponsor	\$500
_____ Toy Soldier/Personalized Banner Sponsor	\$200
_____ Renewal of Banner	\$100

2. Company/Organization/Family Name: _____

Address _____ City _____ State _____ Zip _____

Contact Name _____ Phone _____

E-Mail _____

3. Name to be printed on banner _____

4. Business Web address _____

Please email high resolution PNG or JPG format of your logo/picture to:

support@lorainwinterfest.org

Payment methods:

1. Mail check to: Winterfest: P.O. Box 213 Lorain, Ohio 44052
2. Make credit/debit payment through PayPal: go to <https://lorainwinterfest.org>, click the **Sponsor** button of the website and follow the directions for reaching the Winterfest PayPal portal. A PayPal account is not required by the sponsor to select this option.