

# WILLOW STATE WINTER CARNIVAL SPONSORSHIP

01

## COMMUNITY

Your sponsorship promotes a strong community by helping to maintain the Willow Community Center. The community center provides a safe, public space to bring rural residents together for a wide range of activities.



02

## SCHOLARSHIPS

Your sponsorship helps fund scholarships for students of all ages pursuing academic or vocational education and training.



03

## ENRICHMENT GRANTS

Your sponsorship helps fund community enrichment grants for K-12 students to attend workshops, camps, retreats, academies or seminars.

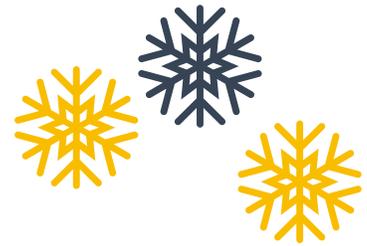
## About the Carnival

The Willow Area Community Organization (WACO) has hosted this annual winter festival for over 50 years on back-to-back weekends at the end of January and beginning of February. The carnival draws crowds and media coverage from all over Alaska, is a fun event for tourists to experience, and has a full schedule of events in the dead of winter. The carnival boasts one of the state's largest winter fireworks shows, Iditarod qualifying sled dog races, homesteading competitions, \$1000 cash bingo pots, foot races and fat-tire bike events, entertainment, kids games, and a cribbage tournament.

The carnival is also a primary fundraising event for WACO, a 501(c4) non-profit. Funds raised from the Carnival support scholarships, grants and many community groups and activities through maintenance of the Willow Community Center.



# Sponsorship & Advertising Levels



## PLATINUM SPONSOR - \$1500

- Everything at the Gold Sponsor level
- Highlighted as a Platinum Sponsor in all event materials on all marketing mediums.
- Largest displayed logo on digital and printed materials (flyers, posters, banners, social media and advertising).
- Largest company logo displayed on carnival banners during all events at all venues (stage, vendor hall, lake, back yard, main parking, welcome/information table.
- Company verbally acknowledged as Platinum Sponsor during stage announcements throughout the event.
- Company logo prominently displayed on carnival website's homepage and sponsor page.



## GOLD SPONSOR - \$1000

- Everything at the Silver Sponsor level.
- Listed as Gold Sponsor.
- Medium company logo displayed on carnival banners during all events at all venues (stage, vendor hall, lake, back yard, main parking, welcome/information table.
- Option to brand/sponsor an event and host a table during that event (homesteaders competition, outhouse race, foot or ski races, art auction, kickoff dinner, bingo, etc.)



## SILVER SPONSOR - \$500

- Everything at the Bronze Sponsor level.
- Listed as a Silver Sponsor.
- Company logo on printed materials, flyers, posters and carnival schedule.
- Company logo on carnival website sponsor page and in social media posts.
- Include promotional materials at carnival information/welcome table (pens, notepads, etc.)



## BRONZE SPONSOR - \$250

- Listed as a Bronze Sponsor
- Company name on carnival website sponsor page and in social media posts.
- Company name on printed materials, flyers, posters and carnival schedules.
- Listed as sponsor on press and media communications including Willow Winter Carnival's full page ad in the Frontiersman.

## OTHER SPONSORSHIP AND ADVERTISING OPTIONS

- **Sponsorships can be cash or in-kind.** Many businesses choose to donate prizes for our Winter Carnival Large Raffle (typically \$300 - \$700 value).
- **Donate a mini raffle prize** (typically \$25 - \$100).
- **Donate a door prize** (typically \$10 - \$25).
- **Volunteer** to help with the carnival. There are many options and dates available.

# WILLOW WINTER CARNIVAL SPONSORSHIP

**YES!** We want to sponsor the Willow Winter Carnival at the following level:

Platinum Sponsor - \$1500

Raffle or door prize donation

Gold Sponsor - \$1000

Item(s) donated & retail value: \_\_\_\_\_

Silver Sponsor - \$500

\_\_\_\_\_

Bronze Sponsor - \$250

We want to volunteer. Please contact me.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

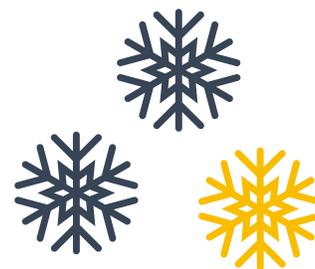
Please return with payment or raffle item by **December 15th** to be included in printed flyers, ads, posters & schedules.

**Mail to:** WACO, PO Box 1027, Willow, AK, 99688.



WACO is a 501(c)4 non-profit organization. Tax ID: 92-0034350  
For more information contact:  
Teri at [waco\\_secretary@waco-ak.org](mailto:waco_secretary@waco-ak.org) or Lisa at [at-large4@waco-ak.org](mailto:at-large4@waco-ak.org).

# Sponsorship & Advertising Comparison



	Platinum	Gold	Silver	Bronze
Company name on Carnival website sponsor page and in social media posts.	X	X	X	X
Company name on printed materials, flyers, posters and Carnival schedules.	X	X	X	X
Listed as sponsor on press and media communications.	X	X	X	X
Company logo on printed materials, flyers, posters and Carnival schedule.	X	X	X	
Company logo on Carnival website sponsor page and in social media posts.	X	X	X	
Include branded promo items at welcome/information table (pens, coupons, etc.)	X	X	X	
Option to brand/sponsor a Carnival event.	X	X		
Option to host a table during your branded event.	X	X		
Medium company logo displayed on Carnival banners during all events at all venues.	X	X		
Largest company logo displayed on Carnival website sponsor and homepage page.	X			
Company verbally mentioned as Platinum Sponsor during stage announcements.	X			
Largest company logo on Carnival banners during all events at all venues (stage, vendor hall, entry, lake, back yard, parking, welcome table).	X			
Highlighted as a Platinum Sponsor in all event materials on all marketing mediums.	X			

For more information contact Teri at [waco\\_secretary@waco-ak.org](mailto:waco_secretary@waco-ak.org) or Lisa at [at-large4@waco-ak.org](mailto:at-large4@waco-ak.org).