

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.

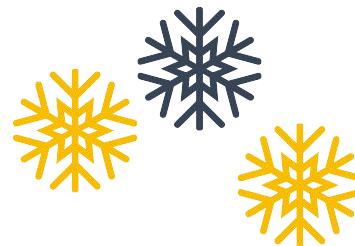
About the Carnival

The Willow Area Community Organization (WACO) has hosted this annual winter festival for over 60 years on back-to-back weekends. This year it will be held February 17-19 and 24-25, 2023. 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



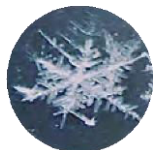
PLATINUM SPONSOR - \$1500

- 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 - \$300

- 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 - \$1000 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 - \$300

We want to volunteer. Please contact me.

Company Name: _____

Contact Person: _____

Phone: _____ Email: _____

Mailing Address: _____

City, State, Zip: _____

Website: _____

Signature: _____ Date: _____

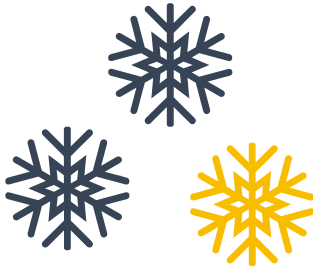
Please return with payment or raffle item by **October 15th** to be included in printed flyers, ads, posters & schedules.

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:
Jake at waco_secretary@waco-ak.org or admin@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 Jake at waco_secretary@waco-ak.org or Admin@waco-ak.org