

# WINTERFEST



**Snow is coming!** Join us as we host a **winter wonderland** filled weekend in **January** at the brand new **Wildwood Park**. There is something for **everyone** of all ages at Winterfest.

- Ice Skating
- Snow Machine



- S'mores
- Fire Pit
- Hot Chocolate
- Run & Plunge
  - 5k Trail Run
  - Polar Plunge
- Beer/Wine Garden (Fri. & Sat. Night)



Each guest will enjoy 1 hour of Ice Skating and will receive a s'mores package to roast over the fire pit once their skate session is done. There will also be hot chocolate for the guest to enjoy around the fire!

The Run, Plunge, or Splash event will take place Saturday morning. Participants will run a 5k Trail Run and then take the Plunge into the Lake like a Polar Bear! Proceeds from the Run & Plunge will go to the Special Olympics team. (Guest can choose to do either/or event)

**There are different opportunities for you to engage all weekend or choose your desired day!**

**January 21 - 23, 2021 • 3450 Blue Heron Dr.**

Event Hours:  
Fri. Jan 21st 5PM - 9PM  
Sat. Jan 22nd 10AM - 9PM  
(Run & Plunge starts at 11AM)  
Sun. Jan 23rd 10AM - 2PM



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## Sponsorship Opportunities

### **Wildwood Orange Level—\$3,000**

- **Industry Exclusive**
- **Prominent Tier 1 Logo Placement on All Marketing**
- **Opportunity to Produce a Co-Branded Give-Away Item**
- **Two (2) Company Banners Displayed on Ice Rink Fence All Weekend**
- **One (1) Company Banner Displayed on Boardwalk Fence All Day Saturday**
- **Verbal Recognition at All Events and Opportunity To Address Audience**
- **Opportunity to Host Table and/or Display Collateral Near Registration**
- **Tier 1 Logo Placement on Event Sign Displayed All Weekend**
- **Tier 1 Logo Placement on Run & Plunge Shirts**
- **Linked Logo in Recreation & Parks Newsletters, on Event Emails/Webpage & Social Media**
- **Two (2) VIP Reserved Parking Spaces All Weekend**
- **Four (4) Tickets for Ice Skating**
- **Six (6) Tickets for Run & Plunge**

### **Wildwood Green Level—\$2,000**

- **Tier 2 Logo Placement on All Marketing**
  - **One (1) Company Banner Displayed on Ice Rink Fence All Weekend**
  - **One (1) Company Banner Displayed on Boardwalk Fence All Day Saturday**
  - **Verbal Recognition at All Events**
  - **Opportunity to Host Table and/or Display Collateral**
  - **Tier 2 Logo on Event Sign Displayed All Weekend**
  - **Tier 2 Logo Placement on Run & Plunge Shirts**
  - **Linked Logo in Recreation & Parks Newsletters, on Event Emails/Webpage & Social Media**
  - **One (1) VIP Reserved Parking Space All Weekend**
  - **Two (2) Tickets for Ice Skating**
  - **Four (4) Tickets for Run & Plunge**
- **Be a sponsor and engage with over 1,000 people of all ages for this unique winter weekend in Greenville, NC.**
  - **At the Wildwood Orange & Green Levels you will be a sponsor of all 3 Days of Winterfest!**



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## Sponsorship Opportunities

### **Wildwood Winter Level—\$1,000**

- **Tier 3 Logo** Placement on **All Marketing**
- **One (1) Company Banner** Displayed on **Ice Rink Fence All Day Saturday**
- **Verbal Recognition** at **All Events**
- Opportunity to **Host Table** and/or Display Collateral
- **Tier 3 Logo** on **Event Sign** Displayed **All Weekend**
- **Tier 3 Logo Placement** on **Run & Plunge Shirts**
- **Linked Logo** in Recreation & Parks Newsletters, on Event Emails/Webpage & Social Media
- **Two (2) Tickets** for Ice Skating
- **Two (2) Tickets** for Run & Plunge

### **Wildwood S'more Level—\$750**

- **Tier 4 Logo** Placement on **All Marketing**
- **One (1) Company Banner** Displayed on **Ice Rink Fence Friday Night**
- **Verbal Recognition** at **All Events**
- **Logo** on **All** of the **S'more Gift Bags**
- Opportunity to **Set Out Collateral**
- **Tier 4 Logo** on **Event Sign** Displayed **All Weekend**
- **Tier 4 Logo** Placement on **Run & Plunge Shirts**
- **Linked Logo** on Event Webpage
- **Named** in Event Emails and Social Media

### **Wildwood Fire Pit Level—\$250**

- **Tier 4 Logo** Placement on **All Marketing**
- **Tier 4 Logo** on **Event Sign** Displayed **All Weekend**
- **Tier 4 Logo** Placement on **Run & Plunge Shirts**
- **Linked Logo** on Event Webpage
- **Named** in Event Emails and Social Media



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**Yes! I Would Like to Be a 2022 Winterfest Sponsor**

- ☐ **Wildwood Orange Level—\$3,000**
- ☐ **Wildwood Green Level—\$2,000**
- ☐ **Wildwood Winter Level—\$1,000**
- ☐ **Wildwood S'more Level—\$750**
- ☐ **Wildwood Fire Pit Level—\$250**

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

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

**Email Address:** \_\_\_\_\_

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

**Phone Number:** \_\_\_\_\_

Please make your check payable to GRPD and mail to:  
**Winterfest**

C/O Greenville Recreation and Parks  
PO Box 7207, Greenville, NC 27835

Donations to the City of Greenville are tax deductible!  
For additional information, contact:  
**Megan Howard** at (252) 329-4972 or  
by email at [mhoward@greenvillenc.gov](mailto:mhoward@greenvillenc.gov)