

Somerset **SNOWFEST**

SPONSORSHIP OPPORTUNITIES



School Vacation — February 2026

Somerset SnowFest features 8 days of winter fun in Skowhegan, Canaan, and Madison. Activities include an ice fishing derby, downhill kayak race, box sled race, Skijor Skowhegan, horsedrawn sleigh rides, x-country ski clinics, the Ice Hole World Championship, and more!

Event coordinated by Main Street Skowhegan and Lake George Regional Park, in collaboration with other regional partners.

Learn more at SomersetSnowFest.org.



EVENT IMPACT:

- Attracts 2,000+ visitors to Skowhegan from all over the world!
- Local businesses see boosted sales
- Tourists and locals alike view your brand and marketing messaging

TARGET AUDIENCE:

Outdoor recreation enthusiasts throughout Maine and New England, including local families, business owners, and engaged community members.

\$3,000

PARTNERS

SnowFest Major Sponsor*

- Logo on 2 event banners on Lake George roadside signs
- Logo on a 4'x20' street banner over Skowhegan rotary
- Logo in YouTube ads promoting SnowFest Tagged in at least one livestream on Somerset SnowFest Facebook page
- Free registration & sponsorship for four skijor teams

\$2,500

Fun at Lake George Lead Sponsor*

- Logo banner hung in high-visibility area during Lake George events

\$3,000 and \$2,500 Sponsorship Benefits:

- Opportunity to speak at event
- Thanked by MC at event
- Logo (linked) in event emails (min. two)
- Business named in press release
- Option to give additional prizes/marketing materials to competitors and/or attendees
- Logo (linked) on SnowFest webpage
- Named (linked) in online schedule
- Two mentions/tags on Somerset SnowFest Facebook page
- Logo (linked) in Lake George events email

\$2,000

CHAMPIONS

Skijor Skowhegan Lead Sponsor*

Exclusive Benefits:

- Brand incorporated into event logo
- Free registration & sponsorship for 3 skijor teams

Skijor Skowhegan Awards Underwriter*

Exclusive Benefits:

- Opportunity to present awards
- Exclusive branded results webpage
- Tagged in award ceremony photos and video

\$2,000 Sponsorship Benefits:

- Logo (linked) in event emails (min. two)
- Logo banner at relevant/specified event(s)
- Logo (linked) on SnowFest webpage
- Named (linked) in online schedule
- Facebook mentions (2)

Kids' Box Sled Derby*

Exclusive Benefits:

- Opportunity to speak at event
- Named (linked) as the sponsor of the race on the online schedule and race registration page
- Logo included on school flyer (1,500 copies)

SnowFest Champion*

Exclusive Benefits:

- Mentioned as sponsor at every Skowhegan Outdoors program
- Logo (linked) in Skowhegan Outdoors promo email

* 1 available. First right of refusal to last year's sponsor

\$1,800

CHAMPIONS

Horse-Drawn Sleigh Rides*

Exclusive Benefits:

- Tagged in related event photos

\$1,800 Sponsorship Benefits:

- Logo (*linked*) in event emails (min. two)
- Logo banner at relevant/specify event(s)
- Logo (*linked*) on SnowFest webpage
- Named (*linked*) in online schedule
- Facebook mentions (2)

\$1,500

TRAILBLAZERS

Lake George Fishing Derby*

Exclusive Benefits:

- Opportunity to present awards
- Named as sponsor & co-host on Facebook event
- Free registration for one team

\$1,500 Sponsorship Benefits:

- Thanked and recognized by MC
- Logo linked in event emails (min. two)
- Logo banner at relevant/specify event(s)
- Logo (*linked*) on SnowFest webpage
- Named (*linked*) in online schedule

Ice Hole World Championship*

Exclusive Benefits:

- Opportunity to speak at event

Skijor Gold Trailblazer*

Exclusive Benefits:

- Logo included on digital course map

Skijor Triple Crown Sponsor [New!]

Exclusive Benefits:

- Tagged and thanked in exclusive Facebook post

Food & Drink Sponsor [New!]

Exclusive Benefits:

- Tagged and thanked in exclusive Facebook post

* 1 available. First right of refusal to last year's sponsor

\$1,000

TRAILBLAZERS

Downhill Kayak Race Sponsor*

Exclusive Benefits:

- Opportunity to speak at event and/or set up booth

Skijor Silver Trailblazer [Unlimited]

Skijor Jump Sponsor [3 available]

\$1,000 Sponsorship Benefits:

- Thanked and recognized by MC
- Logo linked in event emails (min. two)
- Logo banner at relevant/specify event(s)
- Logo (linked) on SnowFest webpage
- Named (linked) in online schedule

\$500

FRIENDS OF SKOW

Lake George Warming Hut Sponsor*

Exclusive Benefits:

- Logo banner at hut
- Opportunity to display marketing materials

SnowFest Lodging Sponsor [3 available]

Exclusive Benefits:

- Logo at the top of the Stay & Play webpage
- Logo (linked) and named as preferred lodging option in email newsletter

\$500 and Under Sponsorship Benefits:

- One post on facebook promoting your sponsorship
- Logo (linked) on SnowFest webpage

\$300

Skijor Track Sponsor [Unlimited]

Exclusive Benefits:

- Logo on banner hung on track fencing

Downhill Kayak Race & Kids' Box Sled Race Hill Banners [Unlimited]

Exclusive Benefits:

- Logo on banner hung on track fencing

\$250

Skijor Team Sponsor - \$250 [Unlimited]

- Company name on back of rider (great photo op!)
- Business logo included w/team name on results board (located in grandstand)
- Mentioned as sponsor by MC

* 1 available. First right of refusal to last year's sponsor

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