



# LET'S CHILL

## Winter Fest 2018

February 3 & 4

Let's Chill Winter Fest features activities for individuals of all ages. The winter festival spans the downtown shopping area, Wilson Park and Edgetown. Activities include a chili cook-off, the area's only Wine Walk, indoor and outdoor winter games, ice carving, an Artisan tent, food, and much more!.

- Attendance: 5,000
- Demographics: All ages. Festival: heavy on families, Wine Walk: 25 - 55
- Reach: Regional appeal: Michigan, Ohio, Indiana, Illinois

**SIGNATURE: \$10,000**

**DIAMOND: \$5,000**

**MAJOR: \$1,000**






















**EVENT: \$750**

**SUPPORTING: \$500**

**FRIEND: \$250**

**WINE WALK LOCATION: \$150\***

\*contact Jill Tewsley for more information about becoming a Wine Walk location in 2018: [jillt@milanmainstreet.com](mailto:jillt@milanmainstreet.com)

SPONSOR BENEFITS	SIGNATURE \$10,000	DIAMOND \$5,000	MAJOR \$1,000	EVENT \$750	SUPPORTING \$500	FRIEND \$250
Logo / name on festival website, event A-frames and select promotional materials (varies by level)						
Opportunity to place item / information in 500 wine walk gift bags						
Social media shout outs						
Logo on on event product (wine glass, coffee mug, shuttle bus, etc.)						
Tickets to the Wine Walk and the Big Freeze (w/ VIP seating). Quantities vary by sponsorship level						
Logo carved in ice (size and location vary by sponsorship level)						
Naming Rights	