

BOLD AND BRIGHT WINTER CELEBRATION IN DOWNTOWN ST. CLOUD

Sponsorship Opportunities – Jan 30 – Feb 1, 2026



Dive into the heart of winter with the Bold and Bright Winter Festival, a vibrant, memorable experience brought to you by the St. Cloud Downtown Alliance. We're being bold and making it known that downtown St. Cloud is a place to be year-round, warming up the streets and connecting residents and visitors for an unforgettable weekend of events.

Festival Highlights

- **Pond Hockey Tournament (18+):** Competitive and fun action on the ice at Lake George, this 18+ pond hockey tournament is center stage for the weekend running Friday-Sunday.
- **Friday Night Comedy Night:** 5 venues will host free comedy night shows for the public at staggering times. Each location will have multiple acts and an MC to keep the night funny and flowing.
- **Saturday Mac and Cheese Crawl:** A delicious, family-friendly culinary adventure. Attendees will purchase crawl packs that get them samples at each of the locations. Get ready for a cheesy afternoon!
- **Toboggan Derby Relay Race:** High-speed thrills and creative homemade sleds all pulled by members of the 3 person team down Saint Germain Street.
- **Winter Market:** Local vendors offering unique goods and crafts.
- **Famous Llamas Return:** A fan-favorite photo opportunity and downtown spectacle.
- **Evening Parade and Fireworks:** A spectacular finish to the festivities.

Sponsor Recognition and Benefits

We offer multiple ways to showcase your commitment to the community and gain valuable exposure.

- Naming Rights to your sponsored event (e.g., The [Bold and Bright Pond Hockey Tournament presented by {your company name}]) giving your brand maximum visibility.
- Prominent display on Event Banners throughout the festival.
- Logo and link placement on the Downtown Alliance Website.
- Features and mentions across all Social Channels.
- Inclusion in all official Press Releases and Radio Promotions.
- Complimentary float in the parade

Why Partner With Us?

Sponsoring the Bold and Bright Winter Festival is an opportunity to make a measurable impact while elevating your brand:

- Reach a Diverse Audience of community members and visitors from St. Cloud and beyond.
- Align Your Brand with Community Goodwill and Celebration, fostering positive public perception.
- Help Energize Downtown with a full weekend of vibrant, year-round programming.

YOUR INVESTMENT OPPORTUNITIES



- **Pond Hockey Tournament (18+)**
 - Presenting Sponsor \$5,000
- **Friday Night Comedy Night**
 - Presenting Sponsor and called out from each show \$1,500
- **Saturday Mac and Cheese Crawl**
 - Presenting Sponsor and logo on each cup \$2,500
- **Toboggan Derby Relay Race**
 - Presenting Sponsor \$1,500
- **Winter Market**
 - Presenting Sponsor \$1,500
- **Famous Llamas Return**
 - Presenting Sponsor \$600
- **Evening Parade**
 - Presenting Sponsor and premiere parade placement for complimentary floats in the parade (no limit) \$5,000
- **Warming House at Lake George**
 - Sponsorship level at \$1,000 and will allow us to use it for public restrooms and warming house.
- **Ice Sculpture**
 - Sponsorship \$1,000
 - Includes one ice sculpture that you get to help design. Size is a 2 ice block by MN ICE. Location determined by Sponsor.
- **Fireworks:** Presenting Sponsor: \$5,000
- **Bold and Bright Partner**
 - This opportunity gets your name as a listing on the website and on printed event materials. (non-presenting title) \$250

SOLD!

All sponsorships are first come-first serve and are due by: January 1, 2026

For more information on sponsorship opportunities, please contact:

Rachel Thompson, Downtown Alliance Board Member

Phone: 320.492.0016

Email: Rachel@visitstcloud.com

TO REGISTER FOR A SPONSORSHIP ONLINE:

<https://form.jotform.com/252895886209071>

