



Sponsorship Opportunities for Winterfest 2024

The Pagosa Springs Area Chamber of Commerce is hosting our Annual Winterfest on January 19th – 21st, 2024.

Winterfest is filled with several fun activities, bringing people from all over the country to Pagosa Springs. New this year to the event is the Friday evening Bonfire on January 19th with live music, food vendors, hot and cold beverages, and of course – the bonfire!

The Penguin Plunge on Saturday January 20th is held along the River Walk. Watch brave plungers as they jump into the cold water to raise money for their favorite local non-profit.

Mass hot air balloon ascensions take place around 8am with hot air balloons filling the skies uptown on Saturday and Sunday at 8 a.m.

These events would not be possible without the generous support of our sponsors. Please read through the following information to see which Winterfest sponsorship is right for you. This is an opportunity to reach over 5000 people from all over the country who have come to enjoy Pagosa Springs and all that our business members have to offer.

Winterfest Title Sponsor

\$1500 (2 available)

- Live in-house sponsor message by announcer during Penguin Plunge
- MJ LIVE Guest 1 or 2 weeks before the event.
- Receive two balloon rides for 2 people during Winterfest weekend.
- Receive two Winterfest T-Shirts.
- Receive 2 Winterfest Pins
- Make a live announcement at the Penguin Plunge
- Your logo prominently displayed on the back of all printed t-shirts.
- Business name announced in radio advertisement.
- Your logo prominently displayed on all printed advertising materials.
- Banner displayed on balloon basket for both Saturday and Sunday balloon launch.
- Your logo displayed on the Chamber of Commerce Colorfest website page, as an event sponsor with a live link to your business.
- Your marketing inserts (brochures, flyers, etc.) placed into each of the welcome bags presented to Balloonist.
- Logo displayed on Winterfest Poster

Bonfire Entertainment Sponsor

\$1000 (2 available)

- Your logo prominently displayed on the back of all printed T-shirts.
- Receive two WinterFest T-Shirts.
- Receive one balloon ride for 2 people during Winterfest weekend.
- Receive a Winterfest Pin
- Banner displayed at the event with announcements from stage
- 4 food coupons and 4 beverages coupons at the Bonfire
- Your marketing inserts (brochures, flyers, etc.) placed into each of the welcome bags presented to the balloonists.

Bonfire Shuttle Sponsor

\$500 (1 available)

- Logo and thank you ad prominently displayed in the shuttle van.
- Marketing and logo placement in chamber materials prior to the event while encouraging people to sign up.
- Receive one WinterFest T-shirt
- Receive one WinterFest pin.
- Your marketing inserts (brochures, flyers, etc.) placed into each of the welcome bags presented to the balloonists.

Balloon Sponsor

\$500 (2 available)

- Your logo prominently displayed on the back of all printed T-shirts.
- Receive two WinterFest T-Shirts.
- Receive one balloon ride for 2 people during Winterfest weekend.
- Receive a Winterfest Pin
- Your marketing inserts (brochures, flyers, etc.) placed into each of the welcome bags presented to Balloonist.
- Banner displayed on balloon basket for both Saturday and Sunday balloon launch.

Pilot Breakfast Sponsor

\$500 (2 available)

Provides a Light breakfast to pilots and crew, 75 people

- Receive a balloon ride for 2 during Winterfest weekend.
- Receive a WinterFest T-shirt.
- Receive a Winterfest pin
- Join us for the Pilot Breakfast and speak to the pilots.
- Your marketing inserts (brochures, flyers, etc.) placed into each of the welcome bags presented to Balloonist.

T-Shirt Sponsor

\$300 (6 available)

- Your logo prominently displayed on the back of all printed t-shirts.
- Receive two WinterFest T-Shirts.
- Receive a Winterfest pin.
- Your marketing inserts (brochures, flyers, etc.) placed into each of the welcome bags presented to Balloonist.