

COLD FRONT SPONSORSHIP OPPORTUNITIES

Saturday, February 1, 2025 | Bayfront Park | Noon-6 p.m.



Our 8th annual **Cold Front** event brings winter activities to Bayfront Park to celebrate the best of winter fun! Each year we draw in approximately 2,000 people to participate in activities throughout the afternoon, focused on families experiencing the outdoor recreation that makes up our community. Enjoy our sledding hill, dog sledding, skating, snow play, kick sleds, curling, food, music and more!

SPONSORSHIP LEVELS

	Frozen	Snowy	Windy	Frosty	Activity Host	Promotional Partner
	x2	x3	No limit	No limit	No limit	No limit
	\$2,000	\$1,000	\$500	\$200	No Cost	No Cost
Name recognition on press releases, posters, digital media*	X					
Individual Event Activity Naming Rights i.e. <i>Company Name Sledding Hill</i>	X	X				
Promotional/Informational Table at Event (this may include free samples; no sales are permitted during event)	X	X				
Event Banner: Logo*	X	X				
Emcee Acknowledgement throughout event	X	X	X			
Cold Front Website: Company Logo Listed with link to website	X	X	X			
Sponsor Thank You Poster Recognition at Event	X	X	X	X		
Cold Front Website: Company Name Listed	X	X	X	X	X	X
Social Media Posts: Listed in event, 3 pre-event, 1 post-event thank you	X	X	X	X	X	X

*Must confirm sponsorship by December 1 to be included in print media

Activity Host: Be a part of the fun! Lead a free activity during Cold Front! Activities can be for youth/families or adults, and may include a craft, game, recreational opportunity and more! Note: there is no vending permitted during the event. You may share promotional opportunities that lead people back to your services and storefronts.

Promotional Partner: Run a Cold Front promotion at your business from January 26-February 1 (the week of Cold Front). Share our event 3x on your social media (1x per week leading up to the event), and we will share your business promotion on Facebook and Instagram. Please submit your promotion by December 15. Examples: 10% off a specific purchase by mentioning Cold Front, create a specialized drink only available that week, BOGO special, etc.

Target Audience: General public, Duluth families with children, tourists. Digital Media: Facebook, Instagram, Cold Front Website
Contact Duluth Parks & Recreation at **218-730-4325** or parks@duluthmn.gov to become a sponsor or visit: ColdFrontDuluth.com