Madison Winter Festival

FEBRUARY 1-2, 2020
ELVER PARK, MADISON

The Madison Winter Festival is one of the oldest annual community events in the area celebrating and promoting outdoor sports, recreation, art and healthy lifestyles in the winter. The festival has served the greater Madison area community since 2005.

The festival began as the Capitol Square Sprints, with a focus on cross country ski racing around the snow-filled streets of the Capitol Square. In the winter of 2005, no one could have imagined the streets filled with 90+ dump truck loads of snow, smoothed like icing on a cake.

Over the course of its 14-year history, the event has evolved from the Capitol Square Sprints to the Madison Winter Festival, reflecting the change in focus from ski racing to the inclusion of winter recreational events for the greater Madison community.

In an effort to serve the community even more, the Madison Winter Festival was moved to Elver Park in 2016. Elver Park is one of the top parks in the Madison area surrounded by six neighborhoods and serving as a number one destination for winter outdoor recreation in the Madison area.

Moving the festival to Elver Park provided the community with guaranteed snow throughout the winter for cross country skiing, sledding and other snow related recreational activities. Each winter the Madison Winter Festival's snowmaking equipment turns Elver Park into a winter wonderland within a few weeks and offers the public a destination to count on for winter recreation.

Your support, small or large, will assure that the Madison Winter Festival will continue to serve Madison community as it did for last 14 years.

Thank you!

Yuriy Gusev
Madison Winter Festival Founder

ENJOY WINTER

FEBRUARY 1-2 · ELVER PARK · MADISON

Phone:
(608) 294-0433

Address:
718 Post Rd., Suite F
Madison, WI 53713

Web:
info@winter-fest.com
www.winter-fest.com

SPONSORSHIP PACKAGES

PACKAGES	Friends	Bronze	Silver	Gold	Presenting
Package Price	$100	$250	$500	$1,000	$5,000
BENEFITS					
Event Logo Use	*YES*	*YES*	*YES*	*YES*	*YES*
Venue Banner			**1**	**2**	**4**
Title of Proprietary Area				*YES*	*YES*
Title of Proprietary Event					*YES*
Sponsor ID with Link on Sponsorship Page	*YES*	*YES*	*YES*	*YES*	*YES*
15 sec Sponsor Announcements		*YES*	*YES*	*YES*	*YES*
Display Space at the Venue				*YES*	*YES*
VIP Parking			*YES*	*YES*	*YES*
Complementary Event Entries			**1**	**2**	**5**
Opportunity to Present Awards				*YES*	*YES*
Access to Event Database					*YES*
Leveraging Ideas				*YES*	*YES*
Category Exclusivity					*YES*
First Right of Refusal	*YES*	*YES*	*YES*	*YES*	*YES*
NUMBER OF PACKAGES	**20**	**15**	**10**	**7**	**4**

We Accept

Checks and All Major Debit & Credit Cards

Event Venue

Home to Madison Winter Festival, Elver Park is the largest community park in Madison with a variety of recreational features offered throughout the year. Winter enthusiasts enjoy the ice skating and hockey rinks, sledding hill, and the the variety of cross country ski trials.

Thanks for your support!

Irina Komarova
Festival Community Outreach

P : (608) 213-1870
E : irina@winter-fest.com

SPONSORSHIP PACKAGES

ICE SCULPTURE LOGO
- $1000 -

Promote your business with a beautifully carved logo in one of our ice sculptures while supporting the arts. The ice sculptures are an interactive part of the Kids Activity Corner and will be on display both days of the festival.

TENT AND PROMOTION
- $1000 -

Stand out at Winterfest with your own tent for interacting with festival goers. You can pass out hot chocolate, treats, and visit with the public. Tents will be around the Kids Activity Corner. Also included: sponsor ID linked to webpage and a venue banner.

EVENT SPONSOR
- $1000 to $5000 -

Take the lead and sponsor one of our exciting community oriented events. We have many to choose from. This would include promotional banners and sponsor ID on the schedule as well as venue banners.

SNOW SPONSOR
- $500 -

Snow is what makes this event possible. Sponsor 100m of snow production and we will set up signs along the race courses to acknowledge your support.

"This snow brought to you by..."

VOLUNTEER SPONSOR
- $1000 -

As a community sponsored event, we rely on volunteers to keep the program running smoothly and safely. Support our volunteers with this donation to provide them with hats, meals, and hot beverages throughout the weekend.

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2020 Madison Winter Festival Schedule

SATURDAY, FEBRUARY 1

| *For complete event listings and details visit **www.winter-fest.com***

10 am – 4 pm	**Winter Village Stations** *Sledding / Ice Skating / Cross Country Skiing & Snowshoeing Demos* **Kids Activity Corner** *Winter Games / Ice and Snow Sculptures / Bonfire, S'Mores & Hot Cocoa*
10 am – 4 pm	**Learn to Ski Workshops** *Free how-to workshops (registration required)*
11 am – 12 pm	**Frosty Kids Race** *Cross country ski race for young skiers 10 and under (registration required)*
12 pm – 4 pm	**LIVE MUSIC**
12 pm – 6 pm	**Wisconsin High School Nordic Ski League Championships** *Cross country ski races (registration required)*
6 pm – 8 pm	**Grove & Glide** *Ice skate under the stars and lights with fun music, games and prizes*
6 pm – 8 pm	**Candlelight Ski & Snowshoe Tour** *Public cross country skiing and snowshoeing*

Schedule subject to change. Visit www.winter-fest.com for the latest schedule updates. All times local Madison time, Central Time (CT).

Madison Winter Festival

FEBRUARY 1-2, 2020
ELVER PARK, MADISON

2020 Madison Winter Festival Schedule

SUNDAY, FEBRUARY 2 | *For complete event listings and details visit* ***www.winter-fest.com***

10 am – 4 pm	**Winter Village Stations** *Sledding / Ice Skating / Cross Country Skiing & Snowshoeing Demos* **Kids Activity Corner** *Winter Games / Ice & Snow Sculptures / Bonfire, S'Mores & Hot Cocoa*
10 am – 12 pm	**Learn to Skijor with Your Dog** *How-to clinic (registration required)*
10 am – 4 pm	**Learn to Ski Workshops** *Free how-to workshops (registration required)*
11 am – 12:30 pm	**Snowshoe Scurry** *5K snowshoe run (registration required)*
11 pm – 3 pm	**LIVE MUSIC**
12:30 pm – 3 pm	**Wisconsin High School Nordic Ski League Championships** *Cross country ski races (registration required)*
3:30 pm – 4:30 pm	**Winterfest Fatbike** *Fatbike race (registration required)*

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Central Cross Country Skiing (CXC) and Madison Winter Festival

Central Cross Country Skiing (CXC) is recognized by the U.S. Ski and Snowboard as the Regional Organization governing cross country skiing in the 10 state Central Region of the United States, and by the U.S. Paralympics as a Paralympic Sport Club. CXC has an exempt status with the U.S. Internal Revenue Service under Section 501(c)(3) of the Internal Revenue Code and is registered in the U.S. as Central Cross Country Skiing Inc. Tax ID No. 39-2008660.

As the Regional Governing Body for the sport of cross country skiing in the Central Region of United States, CXC is a 2,000-member service organization that promotes the culture of cross country skiing by creating opportunities for athletes and coaches of all backgrounds to participate and advance in the sport through clubs, sport specific programs, events and education.

CXC oversees youth programs (including the Junior National Team Qualifying system in the Midwest, Central Collegiate Ski Association, and Senior/Master skiing,) provides education for athletes, coaches, and officials, coordinates competitions, organizes events, manages an adaptive program for individuals with physical disabilities and visual impairments, trains Olympic caliber athletes, and is the Midwest pipeline to the U.S. Ski Team and the U.S. Adaptive Ski Team.

Held since 2005, the Madison Winter Festival is CXC's flagship event solely organized and operated by CXC. There is no charge for admission or entertainment for non-competitive events.

The festival began as the Capitol Square Sprints, with a focus on cross country ski racing around the snow-filled streets of the Capitol Square as part of the 2006 Winter Olympic Games trials. In the winter of 2005, no one could have imagined the streets filled with 90+ dump truck loads of snow.

Over the course of its 14-year history, the event has evolved from the Capitol Square Sprints to the Madison Winter Festival, reflecting the change in focus from ski racing to the inclusion of winter recreational events for the greater Madison community. In an effort to serve the community even more, the Madison Winter Festival was moved to Elver Park in 2016. Elver Park is one of the top parks in the Madison area surrounded by six neighborhoods and serving as a number one destination for winter outdoor recreation in the Madison area.

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Irina Komarova | CXC Communications
U.S. Ski & Snowboard - Central Cross Country Skiing

WHERE OLYMPIC JOURNEYS BEGIN