



..... HAMILTON

Winterfest

.....





Sponsorship Benefits

	Campers	Trailers	Warmers	
Vehicle Recognition				
Logo on Selected Trailer				
On-site Signage & Activation				
Logo on Entry Sign to Signature Events				
Logo on Entry Sign to Community Events				
Distribution of Sponsor Promo Items				
Print Materials				
Logo on Posters. (300)				
Logo on Flyer (10,000)				
Digital Media				
Winterfest Website				
Social Media (Dedicated Post)	4	2		
Social Media (General Post)				
Social Media (Live Videos)	3	1		
Winterfest Promotional Video				
Paid and Contra Media				
Hamilton Spectator, CHCH, Radio				
Complementary Tickets				
Signature Events - Evening Concerts	20	8		
Signature Events - Best in Brunch	6	2		
Official Winterfest Uniforms				
Logo on Volunteer & Staff Pinny				
Logo on 1000 handwarmer packs				
				<div data-bbox="1263 716 1539 989" data-label="Text"> <p>CAMPER \$5000</p> </div> <div data-bbox="1263 1031 1539 1304" data-label="Text"> <p>TRAILER \$3000</p> </div> <div data-bbox="1263 1346 1539 1619" data-label="Text"> <p>WARMERS \$1000</p> </div>

Produced in Partnership by:



Hamilton

Contact Us:

Jeremy Freiburger
 Festival Management
 winterfest@cobaltconnects.ca
 905-548-0111



HAMILTON Winterfest

History

Last year marked the 40th anniversary of Winterfest in Hamilton. Started by a group of intrepid community-builders, Winterfest was established as a community-led program. Neighbourhood groups, schools, arts organizations and City facilities created programming aimed at bringing residents out of their homes during the frosty days of February.

With a growing community and increased demand for engaging cultural and recreation offerings in the winter, the City of Hamilton has engaged Cobalt Connects, a well know local arts service organization, to lead the management and growth of Winterfest. We aim to enhance local efforts, while building Winterfest into Hamilton’s signature snowy festival.

Community Activities

Over 75 community-led and City facility activities make up the Community Activity component of Winterfest, making it a truly city-wide and accessible program. These activities range from free skates at local rinks to author readings at the Hamilton Public Library, music offerings at local venues to curling at the Dundas Curling Club.

The vast majority of these programs are volunteer led, and are supported by Winterfest through collective marketing, small grants, and unifying elements like Chimo - Winterfest’s official mascot, volunteer supports, SWAG (t-shirts, promotional items, etc.), and a fee-waiver program from the City to support the use of local parks, facilities and services.



Signature Events

As an organization with strong cultural programming and audience development skills, Cobalt Connects is leading the creation of Signature Events for Winterfest.

Some will be brand new programming intended to put the festival on the map with its own aesthetic and style, while others will be in partnership with leader organizations already participating in Winterfest by providing greater support and resources to grow their component.

WINTER BRUNCH

Uniting Hamilton’s booming food scene, Winter Brunch will bring together our area’s top chefs to create a culinary experience that tempts the tastebuds.

ARCTIC ARBORETUM CHALLENGE



Convincing yourself to get outside in the winter is half the battle - so let’s make it a challenge. We’re taking the Arboretum at the Royal Botanical Gardens and converting it into the city’s biggest winter obstacle course. Test your strength aand endurance at this family-friendly outdoor experience, then warm up with a hot chocolate and maple syrup treats.

-  6 Mobile Events in communities across Hamilton
-  Winter Brunch
-  Arctic Arboretum Challenge at the RBG

Sponsorship Opportunities

Signature Events Sponsorship

With 75+ events being produced across the city already, Winterfest doesn't need more events - we need to enhance what's already there and to bring the best to every corner of the community. Our community partners already have great ideas and engaged neighbourhoods. We're going to build on their success and deliver a series of signature events that put Winterfest on the map.

To ensure we're spreading Winterfest across the city, we're creating a fleet of mobile units that can deliver a bright, colourful and engaging festival to almost any environment. We'll be selecting 6 locations linked to existing Winterfest activities where we can enhance the experience by bringing our mobile units, and developing two new events in partnership with the Royal Botanical Gardens and the Hamilton Fringe Festival.

8

Signature events linked to community activities across the city in Ancaster, Dundas, Downtown, Westdale, Stoney Creek and Waterdown.

By Day

we focus on fun for the whole family with free admission and entertainment

By Night

we create a unique cultural experiences for adults that celebrate the darkness and play with light and sound

CAMPERS



HOT DRINKS

Winter just isn't the same without Hot Chocolate, Cider and Hamilton's finest Coffee. Thousands of visitors are sure see your brand as they step up for a hot drink at all of our events.



TASTY TREATS

No festival is complete without delicious treats of the season made by local producers - delicious tortierre, Ontario maple syrup rolled on snow, and poutine with fresh cheese curds.



LIVE MUSIC

To keep everyone warm we need music to get us moving. Each Signative Event will host two amazing acts - fun and upbeat by day for the family, atmospheric and intriguing at night.

WAGONS



FLAMING ORB

Made by LaFontaine Iron Werks, this 48" corten steel orb will be the centre-piece of our onsite campfire at every Signature Event.



PUBLIC ART

Cobalt Connects manages amazing public art across the province. This wagon will house two pop-up works of art by Ontario artists that will bring our site to life.



OBSTACLE COURSE

Getting active in the winter has to be fun. This custom designed obstacle course will get kids climbing, rolling, and jumping at every event.