



2024

December 6
5-9pm



December 7
2-9pm



December 8
2-6pm



About Winterfest

Winterfest began in 2021 when a group of volunteers envisioned a free holiday experience for all to enjoy. The decision was made to replicate a European Christmas Market with entertainment, food, crafts, and family activities. With strong support from business sponsors and the entire community, the vision became a reality.

Changes due to Spencer Town Park construction:

- * Winterfest will occupy the northeast side of the parking lot extending to 4th street.
- * Dates will change from two weekends to one, with the addition of Sunday afternoon.
- * A large, enclosed market tent will house craft vendors instead of the wooden huts and indoor market. Other activities will remain the same.

Winterfest Includes:

- * Spencer on Ice – Skate for Free! on the 2,000 sq ft Iceless Skating Rink
- * Activities for kids – making ugly sweaters, building gingerbread houses, and even their own parade
- * The Veteran's Salute, a highlight of our Main Stage programs
- * Entertainment with premier musicians and local talent
- * The Freeze Your Buns Run in honor of our local legendary runner, cyclist, and reporter, David Freeze
- * A charity booth to feature a local nonprofit organization
- * Over 30 craft vendors offer a variety of gifts for holiday shopping
- * Food Trucks offer meals and snacks, hot chocolate, wine, beer and more

Please join us again, or for the first time, in providing this wonderful Christmas experience for all ages.

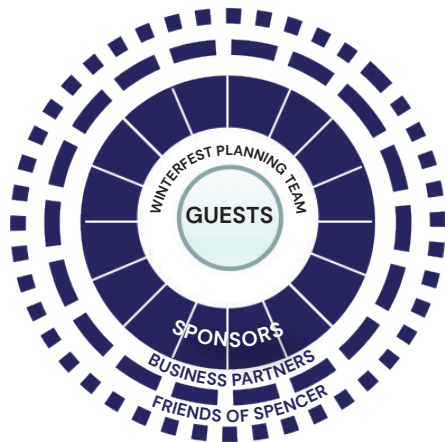
Kids Activities



Main Stage



Sponsorship Model



Christmas Bell

\$20,000

Festival Sponsor
Market Square

Silver Bell

\$5,000

Main Stage
Kids Korner
Christmas Market (craft tent)

Jingle Bell

\$2,500

Town Tree
Freeze Your Buns Run
Opening Ceremony
Closing Ceremony
Jingle Bell Games
Winter Garden (food tent)

Sleigh Bell

\$1000

Doo Dah Kid's Parade
Santa's House
Charity Tent
Beer Garden
Christmas Lane
Veteran's Salute
Premier Entertainment

Santa's Helper

\$500

Ugly Sweater Contest
Local Talent
Christkind
Strolling Musicians
Photo Opportunities

Payment made to Spencer Partnership
(a 501c(3) organization)

Mail checks to:
PO Box 585, Spencer NC 28159

What's in it for Sponsors

Festival marketing includes website, social media, radio & print.

All sponsors receive:

- * Recognition on website: spencerexperience.org/sponsors
- * Name on Festival Sponsor Sign
- * Name or logo on Event Sign
- * Shout out from Main Stage

Festival Sponsors Sign



Specialty Sign



Event Signs



Christmas Bell \$20,000

- * Ribbon on Website pages
- * Specialty signage
- * Private Ice Skating Event for 4 hours with Market Tents, Tables, Seating & Stage
- * Name on rack cards

Silver Bell \$5,000

- * Private Ice Skating Event for 2 hours with Market Tents, Tables, Seating & Stage
- Sponsor may add a Sound System and/or Food Trucks for their event, but will be responsible for arrangement & expense.*



SpencerExperience.org

460 S. Salisbury Ave * Spencer, NC 28159