



2025

December 5  
5-9pm



December 6  
2-9pm



December 7  
2-8pm



# 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.

## Winterfest will be held in the new Spencer Town Park

- \* Entertainers will perform on the Community Pavilion stage
- \* Vendors will return to Wooden Huts, the Indoor Market and Demonstration Tent
- \* Skating rink and 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 28 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.*



# Activities for Kids





# Activities for All



# Sponsorship Model



## Christmas Bell

**\$20,000** .....

Festival Sponsor  
Market Square

## Spencer on Ice

**\$10,000** .....

Ice Skating Rink

## Silver Bell

**\$5,000** .....

Main Stage  
Kids Corner  
Indoor Christmas Market

## Jingle Bell

**\$2,500** .....

Town Tree  
Freeze Your Buns Run  
Opening Ceremony  
Closing Ceremony  
Jingle Bell Games  
Candy Cane Pavilion

## Sleigh Bell

**\$1000** .....

Doo Dah Kid's Parade  
Santa's House  
Charity Tent  
Winter Garden  
Christmas Tree Lane  
Veteran's Salute  
Premier Performing Artists  
Trolley  
Mr. Archer  
Elves

## Santa's Helper

**\$500** .....

Local Performing Artists  
Photo Opportunities  
Puppet Project Partners  
Ugly Sweaters  
Gingerbread Houses

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, & print.

## All sponsors receive:

- \* Recognition on website: [spencerexperience.org/sponsors](http://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

## Spencer on Ice

**\$10,000**

- \* Specialty Signage
- \* Private Ice Skating Event for 3 hours with Market Tents, Tables, Seating & Stage

## Silver Bell

**\$5,000**

- \* Private Ice Skating Event for 2 hours with Market Tents, Tables, Seating & Stage

*Sponsors may add a Sound System and/or Food Trucks for their event, but will be responsible for arrangement & expense.*





[SpencerExperience.org](https://SpencerExperience.org)

460 S. Salisbury Ave \* Spencer, NC 28159