snö flinga

Montana's Winter Festival

2023 SPONSORSHIP OPPORTUNITIES

A Letter to Our Sponsors

DEAR FELLOW COMMUNITY MEMBERS,

SWEDISH FOR "SNOWFLAKE," SNÖFLINGA IS A FREE, COMMUNITY-SPONSORED FESTIVAL THAT TAKES PLACE IN AND AROUND BUTTE DURING THE WINTER MONTHS. THE THREE-DAY EVENT IS EXECUTED BY THE BUTTE COMMUNITY FITNESS FOUNDATION (BCFF), AND SUPPORTED BY GENEROUS COMMUNITY SPONSORS, AND AN ARMY OF DEDICATED VOLUNTEERS.

THE SHORT-TERM INTENDED GOALS FOR SNÖFLINGA PARTICIPANTS ARE SIMPLE, YET PROFOUND:

Get Outside. Be Active. Enjoy Winter. Celebrate Community.

THE SEVENTH SNÖFLINGA WILL ONCE AGAIN HIGHLIGHT THE NUMEROUS EVERYDAY WINTER RECREATION OPPORTUNITIES IN AND AROUND BUTTE, MONTANA. WE ARE COMMITTED TO RETOOLING EVENTS CREATIVELY SO THAT THEY CAN BE HELD SAFELY.

WE MUST REMAIN NIMBLE AND EASILY ADJUSTABLE TO MEET STATE AND COUNTY SAFETY PROTOCOLS AND PROCEDURES. WE ARE COMMITTED TO KEEPING OUR PARTICIPANTS, ORGANIZERS, AND VOLUNTEERS AS SAFE AS POSSIBLE

NOW MORE THAN EVER, SNÖFLINGA IS IN NEED OF SPONSORSHIP SUPPORT. WE HAVE A VARIETY OF OPPORTUNITIES FOR SPONSORSHIPS. YOUR GENEROUS, TAX-DEDUCTIBLE CONTRIBUTION WILL HELP SNÖFLINGA PROVIDE FREE, POSITIVE, HEALTHY RECREATION, AND FUN, FITNESS, AND A SENSE OF COMMUNITY (ALL WHILE SOCIALLY-DISTANCING, OF COURSE).

THANK YOU FOR YOUR KIND CONSIDERATION OF SUPPORTING SNÖFLINGA. PLEASE REFER TO THIS GUIDE FOR OUR SPONSORSHIP LEVELS, TENTATIVE SNÖFLINGA SCHEDULE OF EVENTS, AND MISSION STATEMENT FOR FURTHER INFORMATION.

THINK WINTER!

The Butte Community Fitness Foundation

ABOUT THE BUTTE COMMUNITY FITNESS FOUNDATION

THE BUTTE COMMUNITY FITNESS FOUNDATION

THE MISSION OF THE BUTTE COMMUNITY FITNESS FOUNDATION (BCFF) IS TO PROMOTE ACCESSIBLE AND AFFORDABLE OPPORTUNITIES FOR EVERYDAY EXERCISE AND MOVEMENT FOR ALL OF BUTTE CITIZENS, REGARDLESS OF AGE AND ECONOMIC STATUS. OUR MISSION ADVANCES THE UTILIZATION OF VARIOUS FITNESS OPPORTUNITIES IN THE GREATER BUTTE AREA INCLUDING LOCAL PARKS, TRAIL NETWORKS, SKIING VENUES, SKATING RINKS AND INDOOR EXERCISE FACILITIES. A FIT LIFESTYLE LEADS TO LOWER RATES OF OBESITY, DEPRESSION, ADDICTION AND CARDIOVASCULAR DISEASE, WE ANTICIPATE IMPROVING THE PHYSICAL AND MENTAL WELL-BEING OF OUR COMMUNITY.

ABOUT SNÖFLINGA

VENUES @ SNÖFLINGA

- 5518 DESIGNS
- COMMUNITY ICE RINK
- THE BIG "M" TRAILS
- HIGH ALTITUDE SKATING OVAL
- HOMESTAKE LODGE
- THE ORIGINAL MINEYARD
- STODDEN PARK

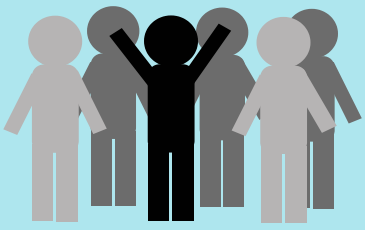
SOCIAL MEDIA

1,801

1,000

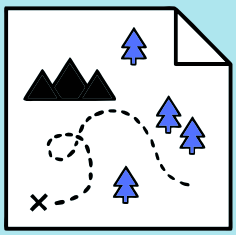
RACE EVENT PARTICIPANTS
450

RACE / COMPETITION EVENTS
4



EVENT SPECTATORS
3,000+

EVENTS AND ACTIVITIES
17



EVENT VENUES
8

2022 SNÖFLINGA SCHEDULE OF EVENTS

THURSDAY - JANUARY 20, 2022

WINTER CULTURE EVENT - ICE CARVING
5518 DESIGNS
7PM

FRIDAY - JANUARY 21, 2022

OPENING CEREMONIES & FREE SKATE
HIGH ALTITUDE SKATING OVAL
5PM

SATURDAY - JANUARY 22, 2022

FROSTY 5K FUN RUN AND WALK THE ORIGINAL
9AM

FREE SKI
HOMESTAKE LODGE
9AM TO 4PM

LEARN TO SKI - SESSION 1
HOMESTAKE LODGE
10AM TO 1130AM

SKATE RACE
HIGH ALTITUDE SKATING OVAL
10AM

SKIJOR RACE
TBD
12PM TO 2PM

FAT BIKE GROUP RIDE
THOMPSON PARK
11AM TO 1PM

KIDS SNOW DAY
STODDEN PARK
12PM

LEARN TO SKI - SESSION 2
HOMESTAKE LODGE
1PM TO 3PM

SNOWSHOE TOUR
HOMESTAKE LODGE
1PM TO 3PM

POLAR PLUNGE
THE ORIGINAL
2PM TO 3PM

SUNDAY - JANUARY 23, 2022

HOCKEY FOR BEGINNERS
COMMUNITY ICE RINK
1030AM TO 12PM

FAT BIKE RACE
BIG M TRAILS
10AM

FAT BIKE DEMO
BIG M TRAILS
10AM

SKIJOR RACE
ROWE ROAD LOT
12PM TO 2PM

CURLING
COMMUNITY ICE RINK
4PM TO 6PM

*2023 EVENTS WILL BE THE SAME OR SIMILAR SCHEDULE SUBJECT TO CHANGE
VISIT WEBSITE FOR LATEST INFORMATION AND UPDATES
WWW.SNOFLINGA.ORG

2023 SNÖFLINGA SPONSORSHIP OPPORTUNITIES

SNÖFLINGA IS SEEKING GENERAL SPONSORSHIPS FROM LOCAL BUSINESSES AND ORGANIZATIONS. THESE ARE UNRESTRICTED SPONSORSHIPS AND WILL PROVIDE SNÖFLINGA WITH THE NECESSARY INFRASTRUCTURE AND OPERATIONS SUPPORT THE EVENT. SPONSORSHIPS ALSO HELP KEEP SNÖFLINGA FREE TO THE COMMUNITY.

THE SPONSORSHIP LEVELS ARE OUTLINED IN THE FOLLOWING SECTIONS:

DOUBLE BLACK DIAMOND

♦♦

PRESENTING SPONSOR

$5,000

UNAVAILABLE

BLACK DIAMOND

♦

$2,500

BLUE SQUARE

■

$1,000

GREEN CIRCLE

●

$500

BUNNY HILL

$250

2023 SNÖFLINGA SPONSORSHIP OPPORTUNITIES

DOUBLE BLACK DIAMOND

♦♦

PRESENTING SPONSOR

$5,000

AVAILABLE: 1

UNAVAILABLE

LISTED AS PRESENTING SPONSOR IN ALL SNÖFLINGA MATERIALS

NAME AND LOGO OF PRESENTING SPONSOR INCLUDED ON THE FOLLOWING:

SNÖFLINGA WEBSITE (AS PRESENTING SPONSOR, PROMINENT LOCATION)

SOCIAL MEDIA POSTS (FACEBOOK, INSTAGRAM);

SHORT VIDEO SHOWCASING THE PRESENTING SPONSOR'S BUSINESS (TO BE POSTED TO SOCIAL MEDIA BY JANUARY 15, 2021)

UNAVAILABLE

- OPPORTUNITY TO HAND OUT PROMOTIONAL ITEMS AT SNÖFLINGA
- EXTRA LARGE BANNER TO BE DISPLAYED AT SNÖFLINGA EVENTS
- LOGO INCLUDED IN SNÖFLINGA BANNER OVER MAIN STREET (BY THE ORIGINAL)
- ANNOUNCER MENTIONS AS THE PRESENTING SPONSOR AT SNÖFLINGA EVENTS
- LOGO ON ANY RACE APPAREL (IF UTILIZED) AND GIVEAWAYS (SUNGLASSES AND TUMBLERS) FOR RACE PARTICIPANTS

BLACK DIAMOND

♦

$2,500
AVAILABLE: 5

- LISTED AS BLACK DIAMOND SPONSOR IN ALL SNÖFLINGA MATERIALS;
- NAME AND LOGO OF BLACK DIAMOND SPONSOR INCLUDED ON THE FOLLOWING:
- SNÖFLINGA EVENT GUIDES;
  SNÖFLINGA RADIO ADVERTISEMENT;

SNÖFLINGA WEBSITE (PROMINENT LOCATION);

- SNÖFLINGA SIGNAGE (BANNERS,POSTERS, ETC.);AND SOCIAL MEDIA POSTS (FACEBOOK, INSTAGRAM).
- OPPORTUNITY TO HAND OUT PROMOTIONAL ITEMS AT SNÖFLINGA
- LARGE BANNER TO BE DISPLAYED AT SNÖFLINGA EVENTS

BLUE SQUARE

■

$1,000
AVAILABLE: 10

- LISTED AS BLUE SQUARESPONSOR IN ALL SNÖFLINGA MATERIALS;
- NAME AND LOGO OF BLACK DIAMOND SPONSOR INCLUDED ON THE FOLLOWING:
- SNÖFLINGA EVENT GUIDES;
- SNÖFLINGA RADIO ADVERTISEMENT;
- SNÖFLINGA WEBSITE (PROMINENT LOCATION);
- SNÖFLINGA SIGNAGE (BANNERS,POSTERS, ETC.);AND SOCIAL MEDIA POSTS (FACEBOOK, INSTAGRAM).
- MEDIUM BANNER TO BE DISPLAYED AT SNÖFLINGA EVENTS

GREEN CIRCLE

$500
AVAILABLE: 20

- LISTED AS GREEN CIRCLE SPONSOR IN ALL SNÖFLINGA MATERIALS;
- NAME AND LOGO OF GREEN CIRCLE SPONSOR INCLUDED WITH THE SNÖFLINGA LOGO ON THE FOLLOWING:
- SNÖFLINGA EVENT GUIDES;
- SNÖFLINGA WEBSITE;
- SNÖFLINGA SIGNAGE (BANNERS,
- POSTERS, ETC.); AND
- SOCIAL MEDIA POSTS (FACEBOOK,
- INSTAGRAM).
- SMALL BANNER TO BE DISPLAYED AT SNÖFLINGA EVENTS

BUNNY HILL

$250
AVAILABLE: UNLIMITED

- LISTED AS BUNNY HILL SPONSOR IN ALL SNÖFLINGA MATERIALS;
- NAME AND LOGO OF BUNNY HILL SPONSOR INCLUDED WITH THE SNÖFLINGA LOGO ON THE FOLLOWING:
- SNÖFLINGA EVENT GUIDES;
- SNÖFLINGA WEBSITE;
- SNÖFLINGA SIGNAGE (BANNERS, POSTERS, ETC.);AND SOCIAL MEDIA POSTS (FACEBOOK,INSTAGRAM).
- EXTRA SMALL BANNER TO BE DISPLAYED AT SNÖFLINGA EVENTS

want to be a sponsor?

karen@digitalconceptsandmarketing.com

email us!

THANK YOU

FROM THE BUTTE COMMUNITY
FITNESS FOUNDATION BOARD &
SNÖFLINGA PLANNING COMMITTEE

THE COLD NEVER BOTHERED US ANYWAY...

PEOPLE IN MONTANA HAVE SAID THIS LONG BEFORE IT WAS QUEEN ELSA'S CATCHPHRASE IN DISNEY'S FROZEN. IN MONTANA, WINTER HAS ALWAYS BEEN OUR THING. EASY ACCESS TO THE MOUNTAINS AND EXTENSIVE TRAIL SYSTEMS COUPLED WITH SNOW, SUNSHINE, AND COLD WEATHER, MAKE WHERE WE LIVE A TRUE WINTER PLAYGROUND (AND, FOR MANY HERE, A PARADISE).

AT LEAST THAT'S WHAT A GROUP OF WINTER ENTHUSIASTS FROM BUTTE THOUGHT WHEN THEY GOT TOGETHER IN NOVEMBER 2015 TO BRAINSTORM WAYS TO ENCOURAGE RECREATION IN THE COMMUNITY DURING THE WINTER MONTHS. THE INITIAL OBJECTIVE WAS TO CREATE A PLATFORM FOR WINTER PHYSICAL ACTIVITY USING THE MANY VENUES AND AMENITIES IN THE BUTTE COMMUNITY.

IN JANUARY 2016, THE BRAINCHILD OF THIS GROUP CAME TO LIFE WITH THE ANNUAL WINTER FESTIVAL, SNÖFLINGA. SNÖFLINGA HAS ALWAYS BEEN A COMMUNITY EFFORT. WHAT STARTED OUT IN 2016 AS A SMALL WINTER FESTIVAL WITH A FEW OUTDOOR ACTIVITIES, HAS EXPANDED TO INCLUDE OVER 17 ACTIVITIES ACROSS 7 DIFFERENT VENUES. THE EVENT HAS REVITALIZED BUTTE AS A MECCA FOR OUTDOOR RECREATION AND ACTIVITY.

THIS GROWTH IS A RESULT OF A DEDICATED BOARD, ENTHUSIASTIC COMMITTEE MEMBERS, GENEROUS VOLUNTEERS, AND A SUPPORTIVE COMMUNITY. AND WHILE OUR PORTFOLIO OF SNÖFLINGA ACTIVITIES HAS EXPANDED SINCE THAT FIRST ROUNDTABLE DISCUSSION IN 2015, OUR GOALS HAVE REMAINED THE SAME: GET OUTSIDE, BE ACTIVE, ENJOY WINTER, AND CELEBRATE COMMUNITY.

THIS YEAR, SNÖFLINGA, LIKE MANY OTHER ANNUAL EVENTS WILL "LOOK A LITTLE DIFFERENT." THE SNÖFLINGA EVENT TEAM HAS BEEN WORKING CLOSELY WITH THE BUTTE SILVER BOW HEALTH DEPARTMENT TO COME UP WITH CREATIVE IDEAS TO ALLOW FOR SOCIAL DISTANCING AND INCREASED SANITATION TO SAFETY PRECAUTIONS REQUIRED FOR COVID-19.

AS WITH ANYTHING THESE DAYS, WE MUST BE ABLE TO "PIVOT" DEPENDING ON WHERE BUTTE STANDS IN JANUARY DEPENDING ON LOCAL AND STATE RESTRICTIONS FOR EVENTS.WE HOPE OUR SPONSORS UNDERSTAND THIS UNCERTAINTY AND HAVE CONFIDENCE THAT WHILE SNÖFLINGA MIGHT LOOK A LITTLE DIFFERENT THIS YEAR, IT WILL STILL BE THE UNIQUE, ONE-OF-A-KIND WINTER FESTIVAL EXPERIENCE FOR OUR COMMUNITY.

FROM THE BOTTOM OF OUR WARM WINTER HEARTS, WE THANK YOU.