

# Snö flinga

Montana's Winter Festival



**2025/26**  
**SPONSORSHIP**  
**OPPORTUNITIES**

# A LETTER TO OUR SPONSORS

# 2025 SNÖFLINGA IMPACT

**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 eleventh SNÖFLINGA will once again highlight the many winter recreation opportunities in and around Butte, Montana. We are committed to retooling events creatively so that they can be held safely.

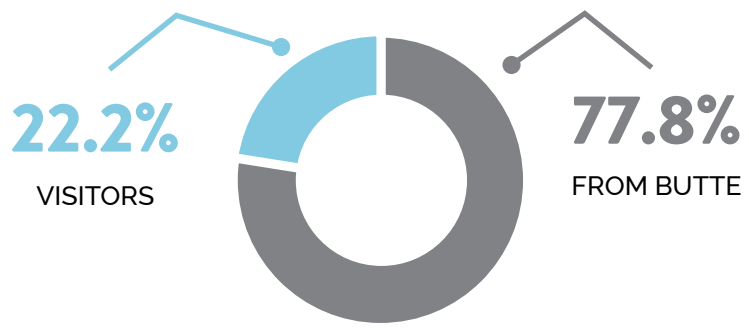
Now more than ever, SNÖFLINGA is in need of sponsorship support. We have a variety of opportunities for sponsorships. Your generous, tax-deductible contribution will help SNÖFLINGA provide FREE, positive, healthy recreation, fun, fitness, and a sense of community.

Thank you for your kind consideration of supporting SNÖFLINGA. Please refer to this guide for our impact, sponsorship levels, mission statement, deadlines, and sponsorship contact info.

**Think Winter! ❄️**



Butte Community Fitness Foundation



@SNOFLINGAMT | SNOFLINGA.ORG | #SNOFLINGA

Sources: Online surveys, in person crowd count,  
and Google Analytics for the 2025 event



# 2026 SPONSORSHIP OPPORTUNITIES



**Double Black Diamond  
- \$10,000  
(Exclusive - Sold)**

- Festival Naming Rights
- Exclusive Opening Ceremony presence
- Largest logo on signage, apparel, website, and media
- Table rights at all venues
- Press and media recognition
- Stage announcements at Kids Day
- Custom ski pass badge (exclusive design)
- Mascot visit & spotlight reel
- VIP parking (5 reserved spots at Speed Skating Center)
- \$100 in merchandise vouchers
- 10 Covellite After Hours tickets



**Coloring Contest Sponsor - \$5,000  
(Exclusive - 1 available)**

- Naming rights for the official Coloring Contest
- Logo on contest materials and signage
- Recognition at Kids Day
- Social media and website mentions
- Mascot visit & spotlight reel
- \$50 in merchandise vouchers
- 8 Covellite After Hours tickets



**Black Diamond – \$5,000 (Multiple available)**

- Logo on signage at all venues
- Table rights at up to three venues (not Opening Ceremony)
- Press and media mention
- Stage announcements at Kids Day
- Shared custom ski pass badge
- Mascot visit & spotlight reel
- \$50 in merchandise vouchers
- 8 Covellite After Hours tickets

# 2026 SPONSORSHIP OPPORTUNITIES



**Blue Square – \$2,500 (1 per event area)**

- Naming rights for one event area
- Logo on event-specific signage
- Table at sponsored event
- Recognition on website and social media
- Stage announcements at sponsored event
- Mascot visit & spotlight reel
- \$25 in merchandise vouchers
- 6 Covellite After Hours tickets



**Green Circle – \$1,000 (Multiple available)**

- Logo on website and sponsor banner
- Social media thank-you post
- Group thank-you during Kids Day
- Mascot visit & spotlight reel
- \$10 in merchandise vouchers
- 4 Covellite After Hours tickets



**Bunny Hill – \$500 (Multiple available)**

- Name on website and group sponsor banner
- Group recognition post on social media
- Group recognition at Kids Day
- No vouchers or tickets

**Notes:**

- First right of refusal for returning sponsors
- No exclusive categories (multiple businesses per industry may participate)
- Only the Double Black Diamond sponsor has Opening Ceremony presence
- In-kind sponsorships accepted at fair market value
- Sponsors provide their own swag if they want items distributed

2026 SPONSOR CHART

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SPONSOR BENEFITS	◆◆ \$10,000 Double Black Diamond	🧸 \$5,000 Coloring Contest	◆ \$5,000 Black Diamond	■ \$2,500 Blue Square	● \$1,000 Green Circle	🐰 \$500 Bunny Hill
EXCLUSIVITY				✅ 1 per event	❌ Multiple	❌ Multiple
NAMING RIGHTS	✅ Festival naming	✅ Coloring contest naming	❌	✅ Event naming	❌	❌
LOGO / NAME ON WEBSITE				✅ Event-specific	✅	Name only
LOGO ON SIGNAGE / PRINT	✅ Premium placement	✅ Contest signage	✅ Venues + print	✅ Event signage	✅ Banner	Group banner (name only)
OPENING CEREMONIES PRESENCE				❌	❌	❌
EVENT TABLE RIGHTS	✅ All venues	❌	✅ Up to 3 venues	✅ Sponsored event only	❌	❌
MEDIA RECOGNITION				❌	❌	❌
STAGE ANNOUNCEMENTS	✅ Kids Day recognition	✅ Kids Day recognition	✅ Kids Day recognition	✅ Event-specific + Kids Day	✅ Group thank you	✅ Group thank you
SKI PASS BADGE				❌	❌	❌
SOCIAL MEDIA RECOGNITION	✅ Spotlight reel	✅ Contest mention + Spotlight reel	✅ Spotlight reel	✅ Post for event + Spotlight reel	✅ Thank you post + Spotlight reel	✅ Group recognition post
SWAG RIGHTS				✅ Event handouts	❌	❌
VIP PARKING	✅ Exclusive	❌	❌	❌	❌	❌
MERCH VOUCHERS				\$25	\$10	❌
COVELLITE AFTER HOURS TICKETS	10	8	8	6	4	❌



# BECOME A 2026 SPONSOR

✓  
**Tax-deductible  
Contributions**

## **Deadline: December 19, 2025**

We have a variety of opportunities for sponsorships for local and national organizations. Your generous, tax-deductible contribution will help SNöFLINGA continue as a FREE, positive, community-centered festival emphasizing healthy recreation, fun, fitness, and community.

## **Contact**

If you are interested in becoming a sponsor at any level, please contact:  
[karen@digitalconceptsandmarketing.com](mailto:karen@digitalconceptsandmarketing.com)

✓  
**Keeps  
SNöFLINGA  
FREE**

✓  
**Encourage  
healthy lifestyles**



# SNöFLINGA 2025 SNAPSHOT

