

2026 WOOLLY WORM FESTIVAL

SPONSORSHIP SELL KIT



CREATING COMMUNITY
CONNECTIONS
SINCE 1978

The page is decorated with various autumn-themed illustrations. At the top left, a cartoon worm wearing sunglasses sits on a large orange maple leaf. To its right are a brown acorn, a red maple leaf, a yellow flower, and a green fern. On the right side, there is a red maple leaf, a brown branch, a brown acorn, a brown oak leaf, and a cartoon worm on a red leaf. At the bottom, there is a yellow flower, an orange maple leaf, a brown acorn, a green fern, and a brown flower.

SPONSORSHIP OPPORTUNITIES

Volunteer Hospitality Suite

\$5000 as Title Sponsor

or

Split at \$2500 as Co-Sponsor

Sponsorship includes:

- Branded signage all around the Volunteer Hospitality Suite during the event weekend
- Your brand promoted in pre and post-event e-blasts to the community
- A pop-up promotion on the Woolly Worm Festival website
- Content promoting your brand shared to our social channels
- VIP spot in Sunday's exclusive corporate race
- Regular stage shout-outs to your brand during races, announcements, or entertainment breaks
- Opportunity to host a race
- If covered by 1 sponsor your brand logo will be featured on the volunteer shirts all weekend



SPONSORSHIP OPPORTUNITIES

Entertainment Stage

\$2000 as Title Sponsor

or

Split at \$1000 as Co-Sponsor

Sponsorship includes:

- Branded signage on and around the Entertainment Stage all weekend long
- Your brand promoted in pre and post-event e-blasts to the community
- A pop-up promotion on the Woolly Worm Festival website
- Content promoting your brand shared to our social channels
- VIP spot in Sunday's exclusive corporate race
- Regular stage shout-outs to your brand during races, announcements, or entertainment breaks
- Opportunity to host a race

The page is framed by various autumn-themed illustrations including orange, red, and brown leaves, acorns, and green ferns. A small cartoon worm wearing sunglasses is visible on a leaf in the top left and another on a leaf in the bottom right.

SPONSORSHIP OPPORTUNITIES

Sports Center Announcer Platform

\$2000 as Title Sponsor
or
Split at \$1000 as Co-Sponsor

Sponsorship includes:

- Branded signage on and around the announcing platform all weekend long
- Your brand promoted in pre and post-event e-blasts to the community
- A pop-up promotion on the Woolly Worm Festival website
- Content promoting your brand shared to our social channels
- VIP spot in Sunday's exclusive corporate race
- Regular stage shout-outs to your brand during races, announcements, or entertainment breaks
- VIP spot in Sunday's exclusive corporate race



SPONSORSHIP OPPORTUNITIES

Race Stage Signage

\$750 - Limit 9

Sponsorship includes:

- Back of race stage signage - your brand showcased on the back of the race stage all weekend
- Your brand featured in pre and post- event e-blasts to the community
- Click through placement on the Woolly Worm Festival website
- Content surrounding your brand shared to our social channels
- VIP spot in Sunday's exclusive corporate race



SPONSORSHIP OPPORTUNITIES

Vendor Row Signage

\$500 - Limit 25

Sponsorship includes:

- Two custom logo directional signs along our vendor row
- Your brand featured in pre- and post- event e-blast communications
- Click through placement on the Woolly Worm Festival website
- VIP spot in Sunday's exclusive corporate race

SPONSORSHIP OPPORTUNITIES

Festival Merchandise

Custom Woolly Worm Socks

\$1000

- Sponsor custom ankle socks that festival attendees will wear year-round
- Your logo and the Woolly Worm logo on the sides on the ankle
- VIP spot in Sunday's exclusive corporate race



SPONSORSHIP OPPORTUNITIES

Festival Merchandise

Custom Toboggans

\$750

- Sponsor custom toboggans for festival attendees to wear all winter
- The Woolly Worm festival logo in the front with your logo on the back
- VIP spot in Sunday's exclusive corporate race



SPONSORSHIP OPPORTUNITIES

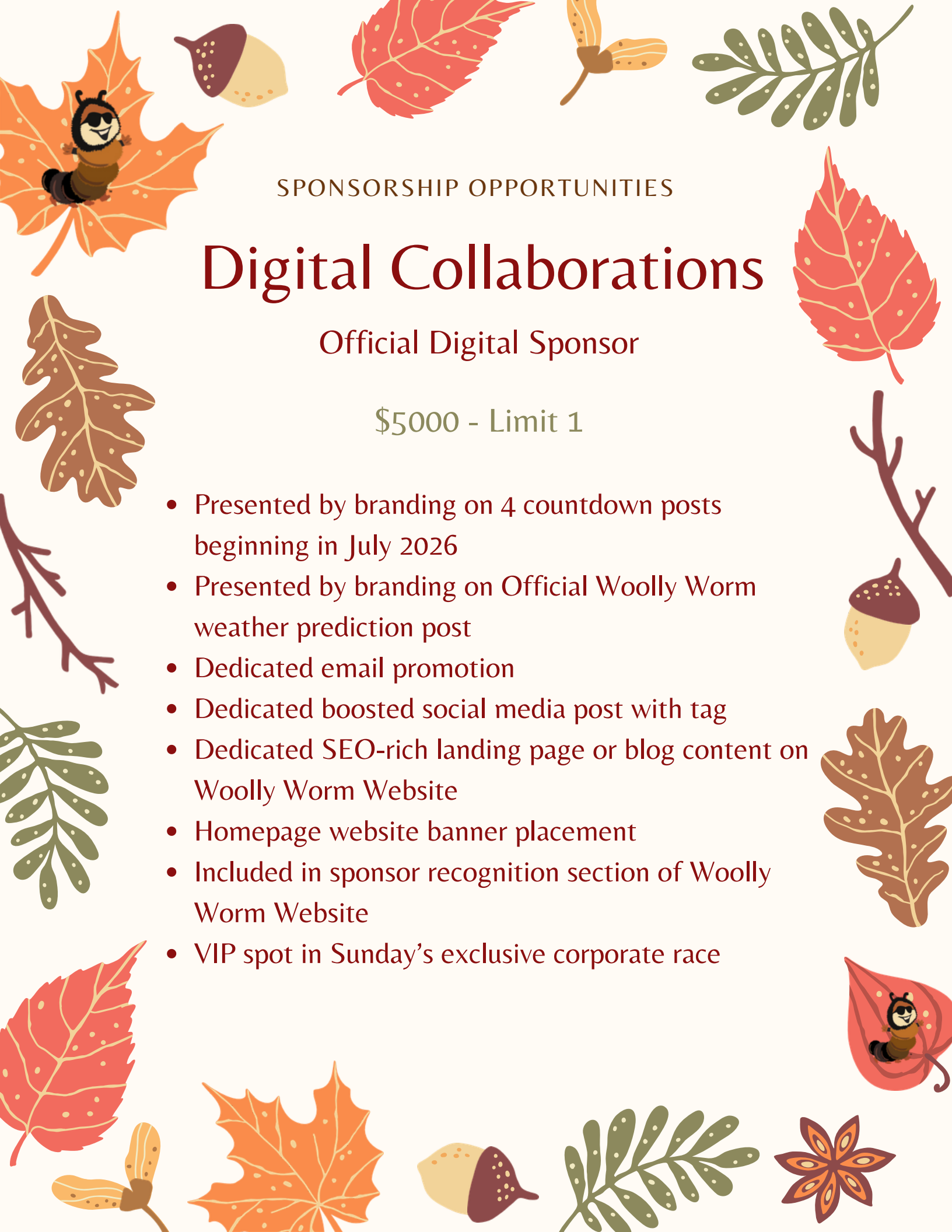
Festival Merchandise

Custom Ponchos

\$500

- Sponsor custom ponchos that can be worn during our frequent mountain storms
- Your logo on the front with the Woolly Worm logo on the back
- VIP spot in Sunday's exclusive corporate race





SPONSORSHIP OPPORTUNITIES

Digital Collaborations

Official Digital Sponsor

\$5000 - Limit 1

- Presented by branding on 4 countdown posts beginning in July 2026
- Presented by branding on Official Woolly Worm weather prediction post
- Dedicated email promotion
- Dedicated boosted social media post with tag
- Dedicated SEO-rich landing page or blog content on Woolly Worm Website
- Homepage website banner placement
- Included in sponsor recognition section of Woolly Worm Website
- VIP spot in Sunday's exclusive corporate race



SPONSORSHIP OPPORTUNITIES

Digital Collaborations

Festival Giveaway Partner

\$2000 - Limit 2

- Sponsor-provided prize package (minimum \$500 value)
- Boosted giveaway social media post
- Inclusion on giveaway email promotion
- Inclusion on giveaway landing page on Woolly Worm festival website
- Optional sponsor opt-in included within giveaway registration.
- Included in sponsor recognition section of Woolly Worm Website
- VIP spot in Sunday's exclusive corporate race



SPONSORSHIP OPPORTUNITIES

Digital Collaborations

Website Homepage Display Banner

\$1500 - Limit 4

- Rotating banner placement through October 31, 2026 (Estimated 150,000 page views)
- Click-through to sponsor website
- Included in sponsor recognition section of Woolly Worm Website
- VIP spot in Sunday's exclusive corporate race



SPONSORSHIP OPPORTUNITIES

Digital Collaborations

Social Media Spotlight Package

\$750 - Limit 6

- One dedicated & boosted reel on Facebook & Instagram
- Custom content creation
- Sponsor tag and link
- Included in sponsor recognition section of Woolly Worm Website
- VIP spot in Sunday's exclusive corporate race

The page is framed by a decorative border of autumn-themed illustrations. At the top left, a cartoon worm wearing sunglasses sits on an orange maple leaf. To its right are a brown acorn, a red maple leaf, a yellow flower, and a green fern frond. On the right side, there is a large red maple leaf, a brown branch, a brown acorn, and another green fern frond. At the bottom, from left to right, there is a red maple leaf, a yellow flower, an orange maple leaf, a brown acorn, a green fern frond, and a stylized orange flower. In the bottom right corner, a cartoon worm wearing sunglasses is on a red leaf.

SPONSORSHIP OPPORTUNITIES

Digital Collaborations

Email Newsletter Sponsor

\$500 - Limit 4

- Exclusive sponsorship of a pre-festival email
- Logo, image and business feature
- Dedicated call-to-action section
- Included in sponsor recognition section of Woolly Worm Website
- VIP spot in Sunday's exclusive corporate race

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CONTACT



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