



 **WINTER  
CARNIVAL**  
McCall, Idaho

## Sponsorship Handbook

McCall Area Chamber of Commerce  
605 N. 3rd Street | PO Box 350  
McCall, Idaho 83638  
**208.634.7631**  
[wintercarnival@mccallchamber.org](mailto:wintercarnival@mccallchamber.org)  
[VisitMcCall.org](http://VisitMcCall.org)

To complete a sponsorship commitment, please visit  
[visitmccall.org/events/winter-carnival/sponsorship/](http://visitmccall.org/events/winter-carnival/sponsorship/)  
and fill out the online "Sponsorship Inquiry" form





## Welcome to the McCall Winter Carnival!

Thank you for your interest in participating as a sponsor in the McCall Winter Carnival! Included in this handbook is an outline of the sponsorship levels. Please email [wintercarnival@mccallchamber.org](mailto:wintercarnival@mccallchamber.org) if you have questions. Thank you for your support of the McCall Winter Carnival!

## Sponsorship Benefits

Please review sponsorship levels for details about what is included with each level of participation.

### Presenting Sponsor Naming Rights

Reserved for our Title Sponsor to be included in all Carnival promotions (i.e. "McCall Winter Carnival is presented by:").

### Ad in Official Carnival Program

All participating sponsors receive ad inclusion in the Official Carnival Program. We have two versions: one in print and one in digital. Size of advertisement and placement varies based on level of sponsorship.

### Logo Display

Your company's logo displayed during McCall Winter Carnival on a sponsorship banner placed near the main stage.

### Logo on Print Advertising

Company logo included on print advertising promoting the McCall Winter Carnival. Placement and ad inclusion varies by level of sponsorship.

### Logo on Carnival Poster

Company logo included on marketing posters distributed throughout the region.

### Logo on McCall Chamber website

Company logo and url link of choice on the McCall Winter Carnival sponsorship page for up to 12 months.

### Company Name on Sculpture Signage

Reserved for sculpture sponsors. Company name included on sculpture signage. Placed the first Friday of Carnival and displayed throughout the duration of the McCall Winter Carnival.

### Vendor Space

Sponsors may be eligible to receive a vendor space at the official Vendor Court located on E. Lake Street in downtown McCall.

### Logo on Winter Carnival E-Newsletters

Company logo to be included in pre-Carnival electronic newsletters and official communication to our members and subscribers.

### Social Media Mentions

Sponsors to be mentioned in applicable social media posts on McCall Winter Carnival Facebook and Instagram accounts.

### Social Media Spotlight

Sponsors will receive a dedicated spotlight feature on the McCall Winter Carnival Facebook and Instagram account. Number of photos and optional promotion of posts varies by level.

### On-Site Mentions

Sponsors to be mentioned on-site at various events throughout the McCall Winter Carnival.

### Inclusion in Thank You Ad

All sponsors included in a post-Carnival thank you ad placed in The Star-News in McCall, ID.



To complete a sponsorship commitment,  
please go to [visitmccall.org](http://visitmccall.org)



## General Sponsorship Levels

### Build Your Own

If your business is looking to participate in Winter Carnival above the \$10k mark OR if you would like to talk to us about something specific that would be of value to your company to add to your sponsorship package, please reach out to our Carnival Chair at [wintercarnival@mccallchamber.org](mailto:wintercarnival@mccallchamber.org)

### SILVER SPONSOR: \$5,000

- Half page ad in print + digital Official Carnival Program
- Logo displayed at park in downtown McCall
- Logo on all general Winter Carnival print advertising
- Logo and url link of choice on Chamber website
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with up to 3 photos, promoted for 3 days
- Social media mentions
- On-Site mentions
- Inclusion in thank-you ad

### BRONZE SPONSOR: \$2,500

- Third page ad in print + digital Official Carnival Program
- Logo displayed at park in downtown McCall
- Logo on all general Winter Carnival print advertising
- Logo and url link of choice on Chamber website
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with up to 5 photos
- Social media mentions
- On-Site mentions
- Inclusion in thank-you ad

### COPPER SPONSOR: \$1,000

- 1/6 page ad in print + digital Official Carnival Program
- Logo displayed at park in downtown McCall
- Logo and url link of choice on Chamber website
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with up to 3 photos
- Social media mentions
- On-Site mentions
- Inclusion in thank-you ad

### NICKEL SPONSOR: \$500

- 1/6 page ad in digital Official Carnival Program
- Logo and url link of choice on Chamber website
- Social media spotlight with 1 photo
- Social media mentions
- Inclusion in thank-you ad

### PLATINUM SPONSOR: \$10,000

- Presenting Sponsor Naming Rights (non-exclusive)
- Full Page in print + digital Official Carnival Program
- Logo displayed at park and all Chamber events
- Logo on all general Winter Carnival print advertising
- Logo on Carnival Poster
- Logo and url link of choice on Chamber website
- Complimentary 10x10 vendor space
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with up to 5 photos, promoted for 5 days
- Social media mentions
- On-Site mentions
- Inclusion in thank-you ad

### GOLD SPONSOR: \$7,500

- Half page ad in print + digital Official Carnival Program
- Logo displayed at park in downtown McCall
- Logo on all general Winter Carnival print advertising
- Logo and url link of choice on Chamber website
- Complimentary 10x10 vendor space
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with up to 5 photos, promoted for 3 days
- Social media mentions
- On-Site mentions
- Inclusion in thank-you ad

## Are You A Chamber Member?

Get one month of FREE website advertising on [visitmccall.org](http://visitmccall.org) for any sponsorship \$1k and above!

## Event Sponsorship

### **FIREWORKS: \$250 - \$1,000**

- Inclusion of Fireworks sponsor ad in printed + digital Official Carnival Program
- Logo and url link of choice on Chamber website
- Social media promotion
- On-Site mentions
- Inclusion in thank-you ad

### **MAIN STAGE: \$4,000**

- Half page ad in print + digital Official Carnival Program
- Logo displayed at park in downtown McCall
- Banner displayed at Main Stage (business provides)
- Logo on all general Winter Carnival print advertising
- Logo and url link of choice on Chamber website
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with up to 5 photos + mentions
- On-Site mentions
- Inclusion in thank-you ad
- 10x10 Booth Space in stage area
- Mic time if desired

### **MARDI GRAS PARADE: \$1,500**

- 1/6 page ad in print + digital Official Carnival Program
- Logo displayed at park in downtown McCall
- Banner displayed at Parade (business provides)
- Logo and url link of choice on Chamber website
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with up to 3 photos + mentions
- On-Site mentions
- Inclusion in thank-you ad

### **TORCHLIGHT PARADE,**

### **OPENING/CLOSING CEREMONY: \$500 each**

- 1/6 page ad in digital Official Carnival Program
- Logo and url link of choice on Chamber website
- Social media spotlight with 1 photo + mentions
- Inclusion in thank-you ad

### **RAFFLE: In Kind Donations**

#### **\$50 - \$499 in value**

- Name listed on the raffle ad in the printed Official Carnival Program and digital version
- Logo and url link of choice on Chamber website
- Social media spotlight + mentions
- Name listed on all raffle promotions
- Inclusion in thank-you ad

#### **\$500 - \$999 in value**

- All above + logo on raffle ad in Official Carnival Program

#### **\$1,000 - \$1,999 in value**

- All above + 1/6 page ad in Official Carnival Program

#### **\$2,000 + in value**

- All above + logo on all Winter Carnival print advertising

## Sculpture Sponsorship

### **FIRST PLACE (2 CATEGORIES): \$2,200**

- Third page ad in print + digital Official Carnival Program
- Logo displayed at park in downtown McCall
- Company Name on Sculpture Signage
- Logo on all general Winter Carnival print advertising
- Logo and url link of choice on Chamber website
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with up to 5 photos + mentions
- On-Site mentions
- Inclusion in thank-you ad

### **SECOND PLACE (2 CATEGORIES): \$1,700**

- 1/6 page ad in print + digital Official Carnival Program
- Logo displayed at park in downtown McCall
- Company Name on Sculpture Signage
- Logo and url link of choice on Chamber website
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with up to 3 photos + mentions
- On-Site mentions
- Inclusion in thank-you ad

### **THIRD PLACE (2 CATEGORIES): \$1,200**

- 1/6 page ad in print + digital Official Carnival Program
- Logo displayed at park in downtown McCall
- Company Name on Sculpture Signage
- Logo and url link of choice on Chamber website
- Logo on a Winter Carnival E-Newsletters
- Social media spotlight with 1 photo + mentions
- On-Site mentions
- Inclusion in thank-you ad

### **FOURTH PLACE (2 CATEGORIES): \$900**

- Half page ad in digital Official Carnival Program
- Company Name on Sculpture Signage
- Logo and url link of choice on Chamber website
- Social media spotlight with 1 photo + mentions
- Inclusion in thank-you ad

### **PEOPLE'S CHOICE: \$600**

- 1/6 page ad in digital Official Carnival Program
- Company Name on Sculpture Signage
- Logo and url link of choice on Chamber website
- Social media spotlight with 1 photo + mentions
- Inclusion in thank-you ad

