



2027 SPONSORSHIP PACKET

About the McCall Winter Carnival

The inspiration for Winter Carnival dates back to 1924 when McCall created the Payette Lakes Sports Carnival to beat the winter doldrums. Back then, events included dog and snowshoe races, ski jumping, horse skjoring, and a tug-o-war where the prize was a box of oranges! Visitors could also take an exhilarating ride across the lake ice on a sleigh outfitted with an airplane motor.



The first Payette Lakes Sports Carnival was attended by approximately 2,000 people and the event was held for several years before it evolved into an “Ice Break-Up Contest.” The last contest was held in 1941 and ended when gambling became illegal.

Motivated by a desire to promote skiing in the area, the community rallied to bring a winter festival back to McCall. The first two-day official Winter Carnival drew regional visitors to the area. Hosted activities included slalom skiing, cross-country skiing, ski jumping, snowshoeing, and snowcat races.

Over time, McCall's Winter Carnival has shifted dates and added new traditions. Over a century after the first Payette Lakes Sports Carnival, McCall's signature event still strives to highlight the area's winter recreation opportunities, honor community traditions, and bring locals and visitors together.

JANUARY 28 - FEBRUARY 6, 2027

General Sponsorships



Diamond Horseshoe

\$12,500

1 Available

- Presenting Sponsor Naming Rights (Exclusive)
- One year Chamber Membership
- Mentions at Main Stage
- Mentions by media partners
- 10 x 10 booth space on Vendor Row
- Logo on Official Winter Carnival Guide Cover + Poster
- 3 months of website advertising on visitmccall.org
- 20% discount on next Visit McCall Magazine advertisement
- Large logo on Winter Carnival e-newsletters
- Banner with logo at Main Stage area (provided by the Chamber)
- Social media post spotlight with up to 5 photos (10-day boost) + Reel
- 10+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- Full page ad in print + digital Official Carnival Program



Gold Buckle

\$8,500

2 Available

- 2 months of website advertising on visitmccall.org
- 10% discount on next Visit McCall Magazine advertisement
- Large logo on Winter Carnival e-newsletters
- Sign with logo at Main Stage area (provided by the Chamber)
- Social media reel OR post spotlight with up to 5 photos (5-day boost)
- 6+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/2 page ad in print + digital Official Carnival Program



Silver Spur

\$6,000

4 Available

- 5% discount on next Visit McCall Magazine advertisement
- Logo on Winter Carnival e-newsletters
- Sign with logo at Main Stage area (provided by the Chamber)
- Social media post spotlight with up to 5 photos (3-day boost)
- 5+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/2 page ad in print + digital Official Carnival Program



Bronze Bolo

\$3,000

6 Available

- Logo on Winter Carnival e-newsletters
- Sign with logo at Main Stage area (provided by the Chamber)
- Social media post spotlight with up to 4 photos
- 3+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/3 page ad in print + digital Official Carnival Program



Lasso Legend

\$1,200

- Name on Winter Carnival e-newsletters
- Sign with logo at Main Stage area (provided by the Chamber)
- Social media post spotlight with up to 3 photos
- 2+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/6 page ad in print + digital Official Carnival Program



Iron Sheriff

\$500

- Sign with logo at Main Stage area (provided by the Chamber)
- Social media post spotlight with 1 photo
- 1+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo on the Winter Carnival webpage
- 1/6 page ad in digital Official Carnival Program

Event & Location Sponsorships



Lil' Buckaroos

\$7,500

- 10% discount on next Visit McCall Magazine advertisement
- 3+ mentions at Main Stage
- Logo on Official Carnival Map
- On-site banner with logo (provided by the Chamber)
- Large logo on Winter Carnival e-newsletters
- Social media reel OR post spotlight with up to 5 photos (5-day boost)
- 5+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- Full page ad in print + digital Official Carnival Program

1 Available



Saloon Stage

- 5 min. mic time at Main Stage
- 2+ mentions at Main Stage
- On-site banner with logo (provided by the Chamber)
- Medium logo on Winter Carnival e-newsletters
- Social media reel OR post spotlight with up to 5 photos
- 4+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/2 page ad in print + digital Official Carnival Program



\$5,000

1 Available



Mardi Gras Parade

\$2,500

- Prominent Float Placement + Grand Marshal Title (if desired)
- Mentions by parade announcer
- Event banner with logo (provided by the Chamber)
- Logo on Winter Carnival e-newsletters
- Social media post spotlight with up to 3 photos
- 3+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/3 page event promo in print + digital Official Carnival Program (designed by the Chamber)

2 Available



Grand Bingo



- 5 min. mic time at event
- On-site banner with logo (provided by the Chamber)
- Logo on Winter Carnival e-newsletters
- Social media post spotlight with up to 3 photos
- 3+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/6 page event promo in print + digital Official Carnival Program (designed by Chamber)

\$500



Torchlight Parade

1 Available

- Opportunity to provide branded swag (subject to approval)
- On-site banner with logo (provided by the Chamber)
- Logo with event mentions on Winter Carnival e-newsletters
- Social media post spotlight with 1 photo
- 2+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/6 page shared event promo in print + digital Official Carnival Program (designed by Chamber)



Torchlight Parade Goody Bags

\$300

2 Available

- Name with event mentions on Winter Carnival e-newsletters
- 1+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/6 page shared event promo in print + digital Official Carnival Program (designed by Chamber)



Tin Star (Fireworks)

\$250

- 1+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/3 page shared event promo in print + digital Official Carnival Program (designed by Chamber)

Sculpture Sponsorships



1st Place

\$2,000

- Company name + logo on sculpture signage
- Logo on sculpture map sign at Carnival HQ
- Large logo on Winter Carnival e-newsletters
- Social media post spotlight with up to 4 photos
- 3+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/3 page ad in print + digital Official Carnival Program

1 Professional &
1 Amateur Available



2nd Place

\$1,500

- Company name + logo on sculpture signage
- Logo on sculpture map sign at Carnival HQ
- Medium logo on Winter Carnival e-newsletters
- Social media post spotlight with up to 3 photos
- 3+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/6 page ad in print + digital Official Carnival Program

1 Professional &
1 Amateur Available



3rd Place

\$1,000

- Company name + logo on sculpture signage
- Logo on sculpture map sign at Carnival HQ
- Small logo on Winter Carnival e-newsletters
- Social media post spotlight with up to 2 photos
- 2+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/6 page ad in print + digital Official Carnival Program

1 Professional &
1 Amateur Available



Best in the West (People's Choice)

\$750

- Logo on digital voting platform/poll
- Company name + logo on sculpture signage
- Logo on sculpture map sign at Carnival HQ
- Social media post spotlight with 1 photo
- 1+ Social Media tags/mentions (Oct. 2026 - Feb. 2027)
- Logo and URL link of choice on the Winter Carnival webpage
- 1/6 page ad in digital Official Carnival Program

1 Available

Social Media Statistics

Facebook

Total Followers (as of 9/26)	20.9K
Views	2M
Viewers	443.8K
Content Interactions	22.7K
Link Clicks	1.1K
Visits	44.6K
Follows	1.7K

Instagram

Total Followers (as of 9/26)	5K
Views	257.9K
Reach	16.1K
Content Interactions	6K
Link Clicks	120
Visits	4.4K
Follows	773

*Metrics via Meta Business Suite, period of 10/25-3/26

Web Statistics

Winter Carnival Webpage

Total Views	36,634
Total Unique Users	25,157

Event Schedule Webpage

Total Views	30,760
Total Unique Users	18,293

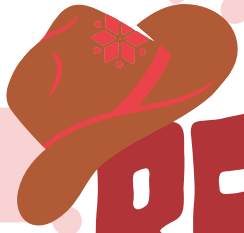
Official Digital Guide (2026)

Full Reads	7,472
Impressions	19,321

Newsletter

Subscriber Count	9,861
Avg Open Rate	30.64%





BE A CARNIVAL PARTNER!



JANUARY 28 - FEBRUARY 6, 2027



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