



NEW BALTIMORE LIONS CLUB

Serving Our Community Since 1978
www.newbaltimorelions.com



Dear Business Leader,

For nearly 50 years, the New Baltimore Lions Club has proudly served our community by raising funds and awareness for programs tied to Lions Clubs International's eight global causes: Childhood Cancer, Diabetes, Disaster Relief, Environment, Humanitarian Needs, Hunger, Vision, and Youth.

We invite you to become a valued sponsor of **Winterfest 2027** — our signature and largest community fundraiser — taking place **February 26–28, 2027** in the heart of downtown New Baltimore, Michigan.

Winterfest has grown into one of Southeast Michigan's premier winter festivals, attracting thousands of visitors. Highlights include:

- A city-block-long heated tent featuring three days of live music drinks and entertainment
- An exclusive VIP Night for club members, sponsors and community supporters (February 25, 2027)
- Family-friendly winter activities and the always-popular Polar Plunge
- The thrilling First Responder "War on the Shore" Tug-of-War
- Outstanding local food, fun, and community spirit

Your sponsorship delivers measurable value for your business while making a real difference:

- High-visibility branding in front of thousands of local residents and families
- Association with a respected, long-standing community service organization
- Exclusive VIP access and networking opportunities
- Direct support for local programs providing vision screenings, youth development, hunger relief, and humanitarian aid

We have designed attractive sponsorship packages at multiple investment levels — from our premier **Glacier Level (\$10,000)** and **Iceberg Level (\$5,000)** to accessible community-supporter options. Full details, benefits, and recognition opportunities are outlined in the enclosed **Winterfest 2027 Sponsorship Prospectus**.

We would welcome the chance to speak with you personally about creating a partnership that aligns with your company's goals and delivers strong visibility and community goodwill.

Thank you for your consideration and for the vital role local businesses play in strengthening our community. We would be honored to have your company as a Winterfest 2027 sponsor.

With gratitude,

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New Baltimore, MI 48047

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NEW BALTIMORE LIONS CLUB
WINTERFEST 2027 SPONSORSHIP PROSPECTUS
February 26–28, 2027 • Downtown New Baltimore, MI • VIP Night: February 25 2027



Join us as a Winterfest sponsor and gain high-visibility branding in front of thousands of local residents and businesses. Every sponsorship dollar stays local and creates real impact.

GLACIER LEVEL \$10,000	• Premier name & logo on all Polar Plunge T-shirts (front + back) • Large 6×6 banner in prime location inside the main festival tent • 16 VIP Night tickets (exclusive pre-event reception, Feb 25) • 20 admission wristbands (10 Friday + 10 Saturday) • Recognition as Presenting Sponsor on major promotional materials • Logo featured on event website & social media thank-you posts
ICEBERG LEVEL \$5,000	• Name & logo on Polar Plunge T-shirts • Large 4×6 banner in prime location in the festival tent • 12 VIP Night tickets • 20 admission wristbands (10 Friday + 10 Saturday) • Prominent recognition on event website and social media
ALPINE LEVEL \$3,000	• Name & logo on Polar Plunge T-shirts • 4×4 banner in the festival tent • 8 VIP Night tickets • 10 admission wristbands (5 Friday + 5 Saturday)
TUNDRA LEVEL \$1,000	• 4×3 banner in the festival tent • 4 VIP Night tickets • 8 admission wristbands (4 Friday + 4 Saturday)
SUMMIT LEVEL \$750	• 3×2 banner in the festival tent • 2 VIP Night tickets • 4 admission wristbands (2 Friday + 2 Saturday)
PEAK LEVEL \$500	• 2×2 banner in the festival tent • 2 VIP Night tickets • 4 admission wristbands (2 Friday + 2 Saturday)
BASE LEVEL \$250	• 2×2 banner in the festival tent • 2 VIP Night tickets • 2 admission wristbands (To use either Friday or Saturday)
SNOWFLAKE SPONSOR \$100	• Name listed on a shared sponsor banner in the festival tent • 2 VIP Night tickets • 2 admission wristbands (To use either Friday or Saturday)

WHY SPONSOR WINTERFEST?

- Brand visibility to thousands of local families and decision-makers
- Association with a trusted 50-year community organization
- Exclusive VIP networking
- Tangible support for local vision, youth, hunger, and humanitarian programs
- Flexible packages for every budget
- Social Media Shoutouts
- Logo on Event Website
- Stage Shoutouts

Ready to partner with us? Contact Us at:

- nblionswinterfest@gmail.com

Thank you for supporting the New Baltimore Lions Club!