

DOWNTOWN ALEXANDRIA

ALEX Winter FÊTE

DECEMBER 3-5, 2026

SPONSORSHIP
OPPORTUNITIES

A Letter to Our Sponsors

Dear Potential Sponsor,

Each year, Alex Winter Fête draws tens of thousands of attendees to celebrate the holiday season in Downtown Alexandria with a unique blend of entertainment, local art/retail and food vendors, cultural showcases, and family-friendly activities. The Fete is bringing back beloved experiences like our ever-popular ice skating rink, fireworks, live music, food and art/retail vendors, Santa's Village and the Multicultural Village and is expanding to offer even more festive experiences!

The City of Alexandria invites area businesses and organizations to partner as sponsors for this signature holiday event, offering the opportunity to align with a cherished community celebration while benefiting from extensive brand visibility and engagement with a diverse audience.

Sponsorship Benefits Include:

- **Brand Visibility:** Sponsor logos will be featured prominently on event signage, banners, programs and digital marketing materials, reaching thousands of attendees and online followers.
- **Exclusive Recognition:** Sponsors will receive mentions in event promotions and social media campaigns providing valuable exposure to your company. Sponsors also receive a VIP package depending on the sponsorship level chosen.
- **Corporate Citizenship:** Aligning with Alex Winter Fête allows companies to demonstrate their dedication to the community by supporting a well-loved event. Sponsorship offers a meaningful way to give back while fostering goodwill and positive public perception.

There are multiple sponsorship levels available, each offering tailored benefits to meet the sponsor's specific goals. Sponsorship of Alex Winter Fête allows your business to make a meaningful impact by supporting our annual holiday event that fosters community pride and holiday cheer.

We hope that you will consider partnering with us! For more information on sponsorship opportunities or to discuss custom sponsorship packages, please contact Tonya Corley, tonya.corley@cityofalex.com or Angela Guillot, angela.guillot@cityofalex.com or the Division of Community Services at 318-448-5225.

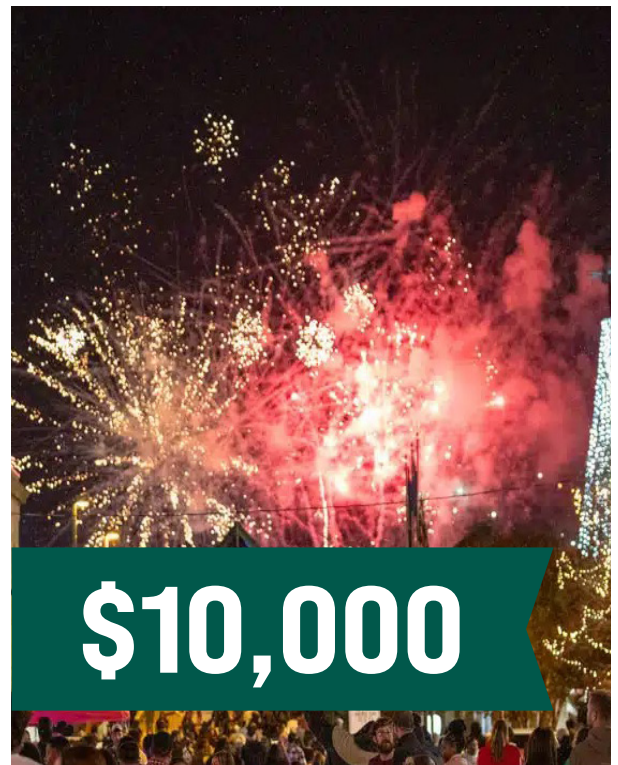
We will see you at the Fête!

Find more information at alexwinterfete.com and follow Alex Winter Fête on social media!

Fireworks

SPONSORSHIPS AVAILABLE: 1

Illuminate the night as the premier sponsor of our fireworks show, one of the most anticipated highlights of Winter Fête. As the sole sponsor, your brand will be prominently displayed across all marketing materials, event signage, and live announcements, reaching tens of thousands of attendees.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	Extended Private Skate	T-Shirts	Collectible Poster
✓	✓	LOGO	20	20	UP TO 50	8	4

Ice Rink (PRESENTING)

SPONSORSHIPS AVAILABLE: 1

Take the spotlight as the presenting sponsor of the Alex Winter Fête Ice Rink, the centerpiece of our winter wonderland experience! Your company's branding will be prominently featured on all rink signage, marketing, and event promotions, ensuring maximum visibility to tens of thousands of visitors.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	Extended Private Skate	T-Shirts	Collectible Poster
✓	Includes 2 large banners on each corner	LOGO	15	15	UP TO 40	6	2

Fast Pass

SPONSORSHIPS AVAILABLE: 1

Be the lead sponsor of our Ice Rink Fast Pass and give skaters a seamless, VIP experience! Your brand will be front and center at the Fast Pass entrance and featured on all wristbands, ensuring high visibility among participants.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	Extended Private Skate	T-Shirts	Collectible Poster
✓	Wristbands	LOGO	12	12	UP TO 25	6	2

Ugly Sweater 5K

SPONSORSHIPS AVAILABLE: 1

Step in as the presenting sponsor of the Ugly Sweater 5K & Family Fun Run, an energetic and festive event perfect for the whole family. Your company's name will be prominently featured across all event materials, including signage and promotional campaigns, while supporting a local non-profit.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	Extended Private Skate	T-Shirts	Collectible Poster
✓	✓	LOGO	10	10	UP TO 25	6	1

Stage Sponsor

SPONSORSHIPS AVAILABLE: 1

Take center stage as the title sponsor of Alex Winter Fête's Stage, where live performances, entertainment, and announcements captivate the crowd. Your brand will be prominently showcased on stage banners and throughout the event program, gaining exposure to thousands of attendees.



\$3,500

Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	Extended Private Skate	T-Shirts	Collectible Poster
✓	✓	LOGO	10	10	UP TO 25	6	1

VIP Lounge

SPONSORSHIPS AVAILABLE: 1

Be the honored partner of the VIP Lounge, an exclusive spot for special guests and Fête sponsors to relax and enjoy the festival. Your brand will be displayed throughout the lounge and mentioned in exclusive promotions, offering your business exposure to VIP attendees and key community influencers.



\$3,000

Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	Extended Private Skate	T-Shirts	Collectible Poster
✓	✓	LOGO	10	8	UP TO 20	5	1

Snow Alley

SPONSORSHIPS AVAILABLE: 1

Sponsor the frosty fun at Snow Alley, a picturesque winter wonderland lined with festive decorations and snowy surprises. Your brand will be featured on signage along the alley and in event materials, offering a unique and immersive way to connect with attendees as they interact with this snowy part of the Fête.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	NAME	10	8	5	1

Santa's Village

SPONSORSHIPS AVAILABLE: 1

Bring the magic to life as the sponsor of Santa's Village, where families gather to meet Santa and enjoy festive activities. Your brand will be featured on signage throughout the village and in event promotions, giving you high visibility as guests enjoy one of the Fête's most popular attractions.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	LOGO	8	8	4	1

Caroling Karaoke

SPONSORSHIPS AVAILABLE: 1

Lead the holiday tunes as the Caroling Karaoke sponsor, where festival-goers can showcase their holiday spirit by singing their favorite seasonal songs. Your brand will be displayed on the karaoke vehicle and featured in event promotions, reaching participants and spectators alike.



\$2,500

Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	LOGO	8	8	4	1

Jolly Junction

SPONSORSHIPS AVAILABLE: 1

Be the presenting sponsor of Jolly Junction, the hub of activity where children young and old gather for games, crafts, and fun. Your brand will be highlighted throughout this lively area on signage and in event promotions, reaching families and children as they enjoy the festivities.



\$2,500

Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	LOGO	8	8	4	1

Light Maze

SPONSORSHIPS AVAILABLE: 1

Sponsor the enchanting Light Maze, a new experience at Alex Winter Fête, where guests wander through a sparkling wonderland of twinkling lights. Your brand will be featured prominently at the entrance and within the maze, ensuring visibility as attendees explore this captivating attraction.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	NAME	5	5	3	1

Ice Rink Entrance

SPONSORSHIPS AVAILABLE: 2

Make a grand entrance at Winter Fête as the sponsor of the Ice Rink Entrance, where all skaters pass through before taking to the ice. Your company's branding will be prominently displayed at the entrance, ensuring maximum visibility as guests enter Fête's most popular attractions.



Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
ICE RINK BANNER	LOGO	5	5	3	1

Fête Express

SPONSORSHIPS AVAILABLE: 1

Take the lead as the sponsor of our beloved Fête Express train, one of the most iconic features of the Fête! Your company’s name will be prominently displayed on the train itself and in promotional materials, delighting families and children as they journey through the festival footprint.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	LOGO	8	8	4	1

Holiday Trolley

SPONSORSHIPS AVAILABLE: 2

Get on board as the sponsor of the Alex Winter Fête Trolley, offering attendees a festive ride around the festival footprint. Your brand will be featured on trolley signage and mentioned in event promotions, making it a mobile showcase of your business as guests enjoy their journey.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	NAME	4	4	2	1

Winter Wonderland Scavenger Hunt

SPONSORSHIPS AVAILABLE: 1

Champion the Fête Winter Wonderland, an interactive and family-friendly activity that keeps guests engaged as they explore the festival. Your brand will appear on scavenger hunt clues and promotional materials, ensuring exposure to attendees as they search for hidden treasures and win Fête prizes.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	LOGO	4	4	4	1

Cookies With Santa or Donuts With Santa

SPONSORSHIPS AVAILABLE: 2

Support a sweet holiday tradition as the sponsor of Cookies with Santa or Donuts with Santa, where children enjoy treats with the jolly man himself. Your brand will be prominently displayed in this popular area, offering visibility as families gather for this cherished holiday experience.



Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	NAME	4	4	2	1

Santa's Letters

SPONSORSHIPS AVAILABLE: 1

Help keep the magic alive as the sponsor of Santa's Letters, where children write their holiday wishes to Santa Claus.

Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	NAME	4	2	1	1



Ice Rink Banner

SPONSORSHIPS AVAILABLE: 19

Put your brand on display with a banner on the Alex Winter Fête Ice Rink, the festival's most popular attraction.

Logo Entrance Banner	Logo on Area / Activity	Credit Listed Recap Video	VIP Lounge Tickets	Ice Skating Fast Passes	T-Shirts	Collectible Poster
✓	✓	NAME	2	2	1	1



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