



2025 Winterfest

# Background

- 2022-Holiday Lights at Meinig Park
- 2023-WinterFest
  - Logo
  - Show Stoppers
  - Stocking Stroll/Merry Makeover
  - Jolly Trolley
  - Story Book Lane
- 2024-WinterFest
  - Upgraded Show Stoppers
  - LIGHTS
  - Gingerbread House
- 2025-WinterFest
  - Updated Jolly Trolley
  - Lower Parking Lot
  - Show Stopper
  - Sustainability
    - Fun Run/Walk & Vendors



# 2025

WinterFest is an inclusive and accessible community-wide event that fosters unity between our residents and local businesses. Simultaneously, we aspire for this event to serve as a regional attraction, driving economic growth and elevating Sandy as a premier holiday destination.

How do we achieve this?



## Sponsor Opportunities

### Gold Sponsor

- Name & logo on all publications
- Event banner with name & logo created by the P & R department
- Booth/table at any/all events
- Chance to address/publicly speak at any event
- Posting to community reader board on HWY. 26
- Access to decorate, promote and advertise on approved locations
- Vendor status (application needed)

**\$2,000**

### Silver Sponsors

- Name & logo on all publications
- Name on banner
- Can advertise with posters/banners at approved location
- Organization will be announced at event
- Posting to community reader board on HWY. 26

**\$1,000**

### Friends of the Lights Sponsors

- Name on all publications (not banner)
- Organization will be announced at events

**\$300-\$500**

### Event Sponsors

- Name on all publications (not banner)
- Organization will be announced at events
- Booth at event
- Accept donations at the event

#### ***In-Kind Donation***

*(Food, Drink, Crafts...for all attendees)*

### Cocoa Sponsor

- Table with your business's banner/advertisements
- Connect with Community



**Provide Cocoa  
and/or treats**

### Decoration Sponsor

- Sign with your business or family name next to the decoration you are sponsoring

**\$400, \$200, \$100**  
(Depending on the size)



# Sponsors

**Biennium Goal: \$28,000**

**Not only helps sustain Winterfest long term but allows community participation/engagement from many of our community businesses and families**



**SANDY**  
WHERE INNOVATION MEETS ELEVATION



- **Tree Lighting** – Friday,  
November 21, 2025 |  
5:30–7:00pm
- **Pet Pictures with the Grinch** –  
Friday, December 5, 2025 |  
6:00–7:30pm
- **Estampa & Santa** – Friday,  
December 12, 2025 |  
6:00–7:30pm
- **Shortest Day Walkway** –  
Friday, December 19, 2025 |  
6:00–7:30pm
- **Stocking Stroll** – Saturday,  
December 20, 2025 |  
4:00–6:00pm
- **Winterfest Fun Run/Walk** –  
Saturday, January 3, 2026 |  
9:00–11:00am
- **Holiday Happy Hour** –  
Saturday, January 3, 2026 |  
4:30–6:30pm

## Events



# OPEN ACCESS

Meinig Park will remain decorated, lit and free to access from the Tree Lighting event through the first week of January.



# Volunteers

- Light & Decorating Install
- Event(s)
- Characters in the Park
- Story Book Lane
- Fun Run/Walk



<https://sandyparksrecreation.volunteerlocal.com/volunteer/>

