



2023 Sponsorship Opportunities

[La Crosse Winter Roots Festival](#), taking place February 10-11, 2023 is inviting locals and visitors to celebrate "Wisconsin Favorites" in music, cuisine, local beer and spirits.

Hosted at the La Crosse Center in the Riverside Ballroom, La Crosse Winter Roots includes regional musical favorites covering genres from classic rock, americana, country, funk, bluegrass, and rock.

Share your support of the 2nd Annual Winter Roots Festival. New for 2023 is the Friday night Winter Roots Old Fashioned Ice Breaker!

EXCLUSIVE NAMING SPONSOR

ONLY ONE AVAILABLE

\$5,250



Primary sponsor of the La Crosse Winter Roots Festival!

Your business/organization name will be included within all advertising for the festival.

Prior to the event you will receive:

- Your name is incorporated into the Festival's name and logo. Example: La Crosse Winter Roots Festival brought to you by "your business".
- Your business name/logo utilized in all print and digital aspects of event promotion including: tickets, posters, and advertising campaign
- Logo on ticket
- Your business name in all audio advertising (La Crosse Winter Roots Festival brought to you by "your business")
- Logo and link within ongoing e-newsletters promoting the event
- Premium website listing with logo and hyperlink
- Business name on Festival Sweepstakes with hyperlink
- Ongoing social media thank yous, posts and tags
- Header banner ad placement on lccrosselocal.com

During the event you will receive:

- Business name included in the event logo projected onto the stage backdrop during the event.
- Included in rotating sponsorship logos on 4 screens on the walls in the corridor leading into the event
- Included in rotating sponsorship logos on 2 screens one on each side of the stage
- Inclusion in event announcements
- 14 Early Access Tickets and 14 laynards for access to complimentary beer and food in Sponsor Only Area
- 14 G/A Tickets

MAJOR SPONSOR

\$1,250

Prior to the event you will receive:

- Logo and link within ongoing e-newsletters promoting the event
- Website listing with logo and hyperlink
- Ongoing social media thank yous - posts and tags

During the event you will receive:

- Included in rotating sponsorship logos on 4 screens on the walls in the corridor leading into the event
- Included in rotating sponsorship logos on 2 screens one on each side of the stage
- Inclusion in event announcements
- 8 Early Access Tickets and 8 sponsor laynards for access to complimentary beer and food in Sponsor Only Area
- 6 G/A Tickets

COMMUNITY SPONSOR

\$600

Prior to the event you will receive:

- Business name and link within e-newsletters promoting event
- Website listing with logo and hyperlink
- Ongoing Social media thank yous - posts and tags

During the event you will receive:

- Included in rotating sponsorship logos on 4 screens on the walls in the corridor leading into the event
- 2 Early Access Tickets and 2 sponsor lanyards for access to complimentary beer and food in Sponsor Only Area
- 6 G/A Tickets

INDIVIDUAL SPONSOR

\$300

Prior to the event you will receive:

- Business name and link within e-newsletters promoting event
- Website listing with business name and hyperlink

During the event you will receive:

- Business name included in rotating sponsorship on 4 screens on the walls in the corridor leading into the event
- 4 G/A tickets

New for 2023!

SIDE STAGE SPONSOR

\$1,000 - ONLY TWO AVAILABLE

Prior to the event you will receive:

- Logo and link within ongoing e-newsletters promoting the event
- Website listing with logo and hyperlink
- Ongoing social media thank yous - posts and tags

During the event you will receive:

- Included in rotating sponsorship logos on 4 screens on the walls in the corridor leading into the event
- Sponsor provided banner (w/grommets) for placement at the side stage.
- Inclusion in event announcements
- 6 Early Access Tickets and 6 sponsor lanyards for access to complimentary beer and food in Sponsor Only Area
- 4 G/A Tickets

New for 2023!

WINTER ROOTS OLD FASHIONED ICE BREAKER SPONSOR - FRIDAY NIGHT \$500

Prior to the event you will receive:

- Business name and link within e-newsletters promoting the Friday Event
- Website listing with logo and hyperlink highlighted within the Friday Event information
- Ongoing Social media thank yous - posts and tags

During the event you will receive:

- Included in rotating sponsorship logos on screen during Friday event
- 2 Early Access Tickets and 2 sponsor lanyards for access to complimentary beer and food in Sponsor Only Area
- 4 G/A Tickets to Winter Roots Fest

Be Part of La Crosse's Newest Tradition!

Name of Business: _____

Contact Person: _____

Email Address: _____

Phone Number: _____

Signature: _____

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Yes! I would like to be the Exclusive Naming Sponsor - Cost: \$5,250

SOLD OUT

☐

Yes! I would like to be a Major Sponsor - Cost: \$1,250

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Yes! I would like to be a Community Sponsor - Cost: \$600

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Yes! I would like to be the Individual Sponsor - Cost: \$300

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Yes! I would like to be a Side Stage Sponsor - Cost: \$1,000

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Yes! I would like to be a Friday Night Sponsor - Cost: \$500

Guidelines

- Payment due net 30 days from invoice.
- Invoices will be sent via email.



LA CROSSE LOCAL **Arts & Food**
by river travel

LA CROSSE
CENTER