

SARANAC LAKE WINTER CARNIVAL



2012 Saranac Lake Winter Carnival Sponsorship Program

HISTORY

The Saranac Lake Winter Carnival, to be held between February 3rd and 12th, is the longest running event of its kind in the Eastern United States, and will be celebrating its 115th year in 2012. Begun as a one-day event to break the monotony of the long Adirondack winter, the Carnival has grown into a ten-day festival that includes sporting activities, dances, dramatic and musical productions, two parades (one especially for children) and two sets of fireworks above the world famous Ice Palace. In spite of the changes, the Carnival has retained the warmth, charm and camaraderie of a family and community celebration, replete with reunions of friends and families.

2011 Sponsors

Adirondack Arc

Cape Air

Adirondack Bank

NBT Bank

Community Bank, NA

Guide Boat Realty

Saranac Lake Teachers Association

McDonald's

Saranac Lake Area Chamber of Commerce

Women's Civic Chamber

Y-106.3

H & R Block

Saratoga Sotheby's

Casella Waste Management

Stewart's Shops

Whiteface Mountain Lodge #789

Adirondack Wine & Liquor

Belleville & Associates Insurance

Mac's Canoe Livery

Saranac Lake Discount Liquors

Benefits of Sponsorship

As a consequence of selecting a particular event, the sponsoring organization receives the following benefits:

1. The sponsoring organization has their name attached to the event in all schedule information and media materials (e.g. The Adirondack Bank Innertube Races)
2. The sponsoring organization is identified as a major sponsor on our web page and a link is established to their web page.
3. The sponsoring organization may establish a presence through banners or a booth at their event. If it is banners or something similar, the Committee will supply the labor necessary to place whatever materials are supplied by the sponsor.
4. The sponsoring organization will have their photo taken while presenting a check to the committee. The Adirondack Daily Enterprise is very cooperative about making sure these photos are published to inform the entire community.
5. For sponsors selecting an event with a fee in excess of \$1,000, the committee makes available a full page in the Winter Carnival Program book. The committee publishes 1,200 copies of this booklet for circulation within the community. Local hotels and motels also make sure that their guests receive a copy at check-in.
6. The sponsoring organization receives recognition as part of the carnival slide show. This multi-media event is an integral part of the closing ceremonies, is repeated at local venues and is presented several times on the local public access TV station both after the current carnival and as a lead-up to next year's carnival

Winter Carnival is a well-known event throughout the United States. It attracts people from all 50 states as well as our Canadian neighbors. Supporting Winter Carnival is a great way to foster good will within the community while simultaneously reaching a large and diversified audience.

SARANAC LAKE WINTER CARNIVAL

EVENT NAMING RIGHTS

GALA PARADE (Sponsored by)	\$ 10,000.00
OPENING CEREMONY FIREWORKS (SOLD)	\$ 2,500.00
TORCHLIGHT SKIING FIREWORKS	\$ 500.00
CLOSING CEREMONY FIREWORKS	\$ 2,500.00
WINTER CARNIVAL SLIDE SHOW*	\$ 4,500.00
ROYALTY DINNER	\$ 3,000.00
Page Dinners*	\$ 250.00
MT. PISGAH INNERTUBE RACES*	\$ 2,500.00
WINTER CARNIVAL RECOGNITION DINNER	\$ 2,000.00
CURLING EXHIBITION	\$ 500.00
ARTS COUNCIL CONCERT*	\$ 500.00
ICICLE GROWING CONTEST	\$ 500.00
SPORTING EVENTS	
SNOWSHOE RACES*	\$ 250.00
LADIES FRY PAN TOSS (SOLD)	\$ 2,000.00
CHILDREN'S SKATING RACES (SOLD)	\$ 500.00
SNOWFLAKE VOLLEYBALL TOURNAMENT	\$ 500.00
SNOWSHOE SOFTBALL*	\$ 500.00
ADULT X-C SKI RACES	\$ 500.00
CHILDREN'S X-C SKI RACES (SOLD)	\$ 1,000.00
ULTIMATE SNOWBOUND FRISBEE*	\$ 250.00

*Right of first refusal exists – please inquire as to availability

PLEASE CONTACT JEFF DICKSON AT 518/891-4344
Or 518/524-2731
FOR FURTHER INFORMATION