

JANUARY 31 - FEBRUARY 1, 2026
MINNEAPOLIS, MN

CITY OF LAKES

loppet

WINTER FESTIVAL

**SPONSORSHIP
OPPORTUNITIES**



LOPPET.ORG

CELEBRATION OF WINTER + OUTDOOR ADVENTURE

By sponsoring this unique-to-Minneapolis event, you're not only aligning your brand with one of Minnesota's most beloved winter weekends, you're directly supporting year-round outdoor adventures, youth programming, and environmental stewardship. **With your sponsorship you'll amplify your brand among a highly committed, outdoor loving community!**

A Staple Event of Winter in the North:

- 2-day winter festival in the heart of Minneapolis
- 19 outdoor events, both competitive and recreational
 - Skiing, Fat Biking, Showshowing, Skijoring, Kubb+
- 1,700 athletes + 97 dogs participated in 2025, a low-snow year
- 3,000 athletes + 183 dogs participated in 2023, a high-snow year
- 417 Volunteers

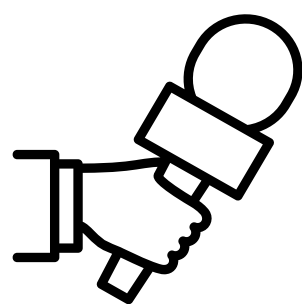


[VISIT EVENT PAGE](#)



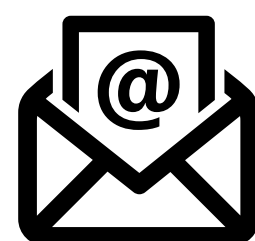
VISIBILITY & REACH

From local media coverage to social media buzz and website traffic, your sponsorship will give your brand maximum visibility across multiple platforms.*



KSTP 5 Eyewitness News 

Meet Minneapolis
Explore Minnesota
Westopolis
+ more!



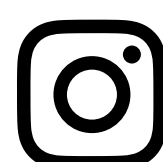
Distribution List: 60,000+
2025 Registrations: 1,700



67,000+ Unique visitors *per month* between December and February



Over 14,000 Facebook Followers

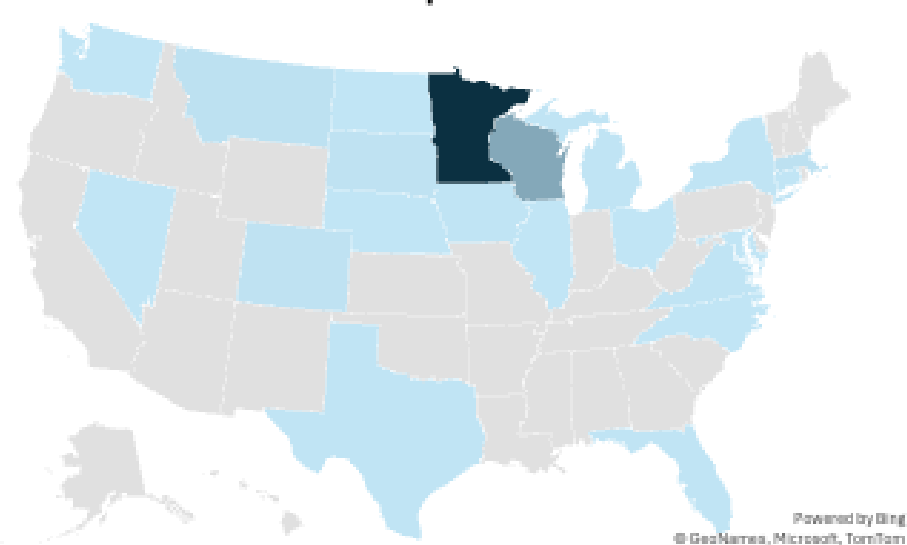


About 11,000 Instagram Followers

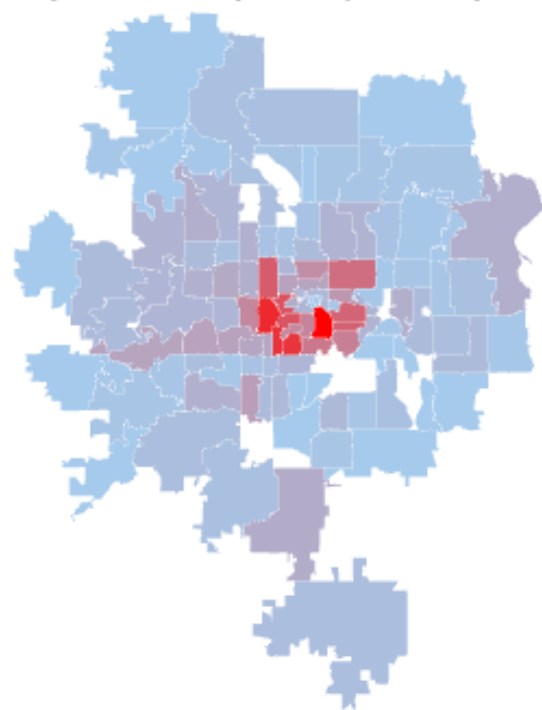
MEET THE PARTICIPANTS

The Loppet gives your brand direct access to a passionate, active, outdoor-loving community.

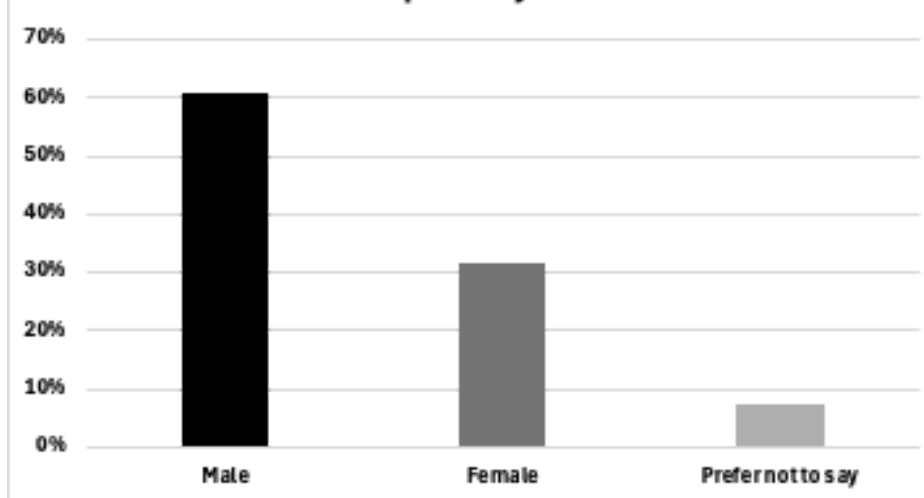
23 States Represented



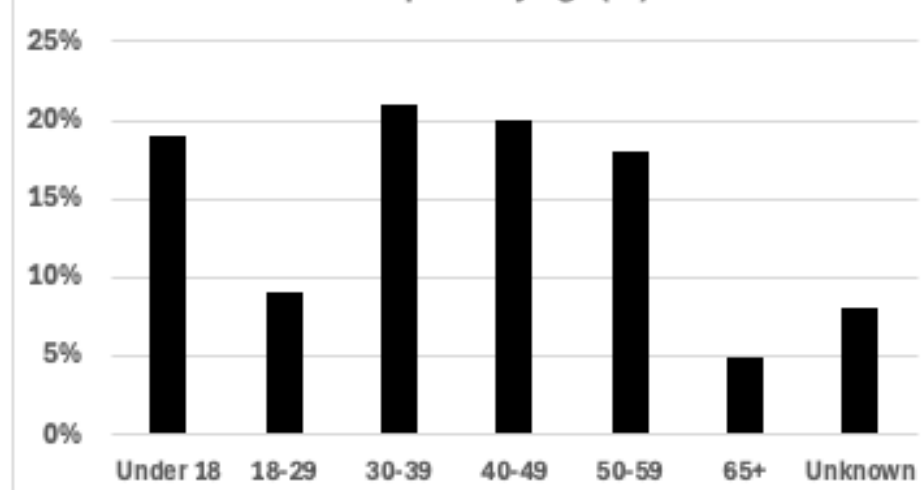
Participants by Metro Area Zip Codes (144 MN Zip Codes in Total)



Participants by Gender



Participants by Age (%)



Not shown: International participants from Canada and Sweden!

*Not all forms of visibility and reach are guaranteed



SPONSORSHIP@LOPPET.ORG



SPONSORSHIP VISIBILITY BENEFITS	FROST \$250	FLURRY \$1,000	SNOW \$3,000	BLIZZARD \$5,000
Logo and Link on the <u>Sponsorship</u> Webpage and COLL <u>Event</u> and <u>Registration</u> Webpages				
Event Day Tag(s) on Social Media				
One 10x10 booth at The Trailhead				
Flutter Flags displayed on the bridge of the race finish line				
Opportunity to provide Podium Awards				
Inclusion in Race Announcements and Participant Guide				
Inclusion in The Loppet's annual Holiday Gift Guide				
Logo and Link on all COLL emails				
Logo on COLL Course Map & Posters				
Stand-Alone Sponsored Social Media Post				
Opportunity to provide prize(s) for the annual Volunteer Appreciation Party and Year-Round Membership Discounts				
Complimentary Entries	0	2	4	6

REACH OUT REGARDING CUSTOM SPONSORSHIP OPPORTUNITIES!

All of the above items, plus a custom package that could include:

- Sponsor an Aid Station + supply accompanying volunteers is optional
- Host packet pick-up at your store/location
- Presenting Sponsor for an event (or all the events!)
- Gift items/flyers available during bib pick-up
- Sponsored content in The Loppet emails
- Soft Fencing on the course and Finish Line Banners
- ...and more!

DISCOUNTS FOR
NONPROFIT
ORGANIZATIONS
AND MULTI-
YEAR/MULTI-EVENT
COMMITMENTS

SPONSORSHIP PLEDGE FORM

Your partnership helps The Loppet remove barriers so everyone can have the opportunity to connect to the outdoors!

Company Name: _____

Name: _____ Title: _____

Billing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

SPONSORSHIP LEVEL:

- ☐ Frost Level: \$250
- ☐ Flurry Level: \$1,000
- ☐ Snow Level: \$3,000
- ☐ Blizzard Level: \$5,000
- ☐ Custom Package (see blue oval)

WE WOULD LIKE TO DISCUSS A CUSTOM PACKAGE:

- ☐ A custom sponsorship package for the COLL event
- ☐ A multi-year or multi-event custom sponsorship package

PAYMENT INFORMATION:

- ☐ We already paid online at [this link](#) 
- ☐ Check enclosed & made payable to The Loppet
- ☐ Please send us an invoice at: _____



CONTRACT:

- ☐ We have completed and attached the accompanying contract 

PLEASE RETURN THIS FORM TO:

The Loppet

Attn: Sponsorships

1221 Theodore Wirth Pkwy

Minneapolis, MN 55422

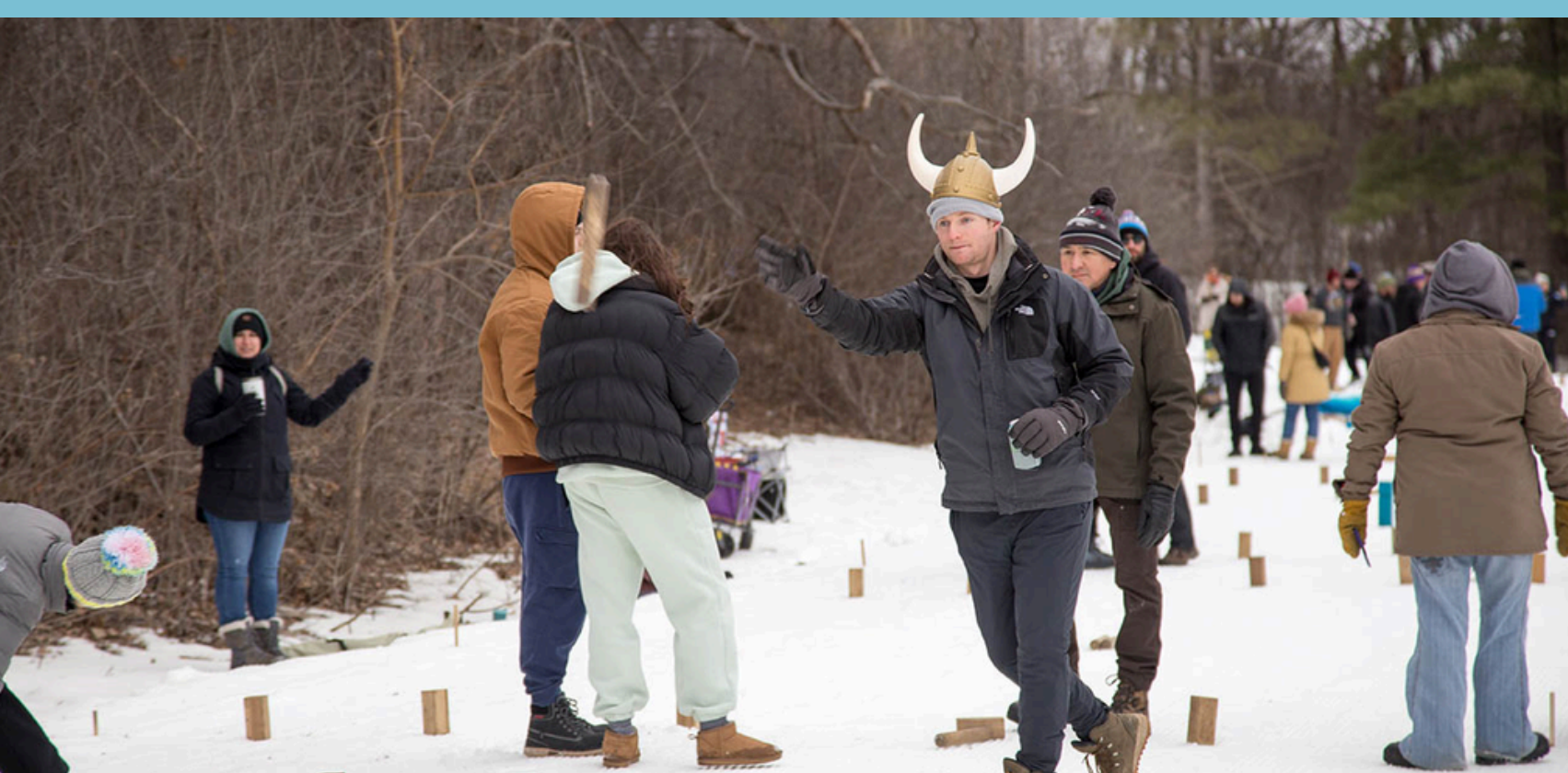
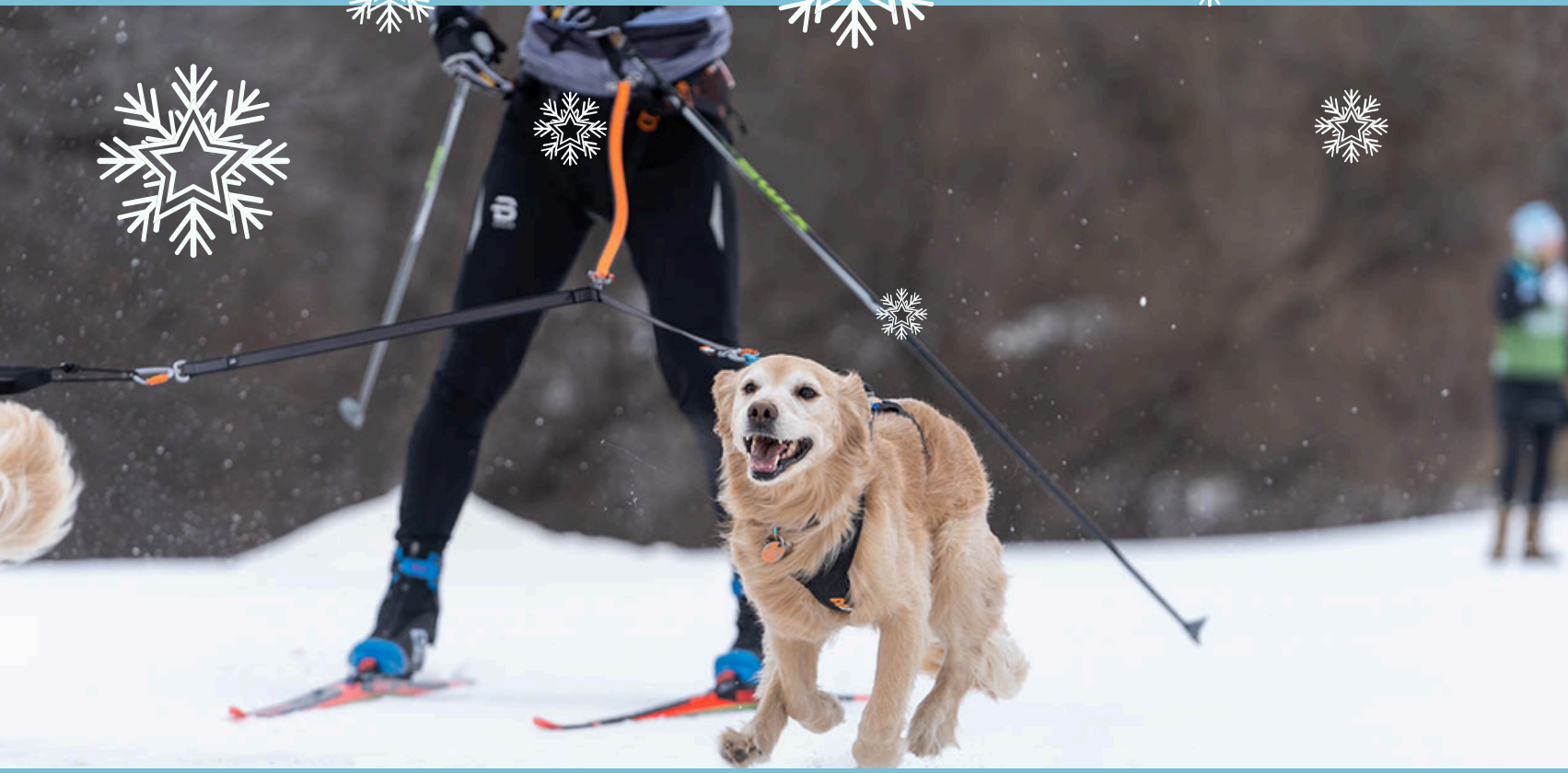
sponsorship@loppet.org

763-352-7725 (Becca)

612-968-0436 (Anika)

*If your sponsorship level is a package tier, please include a completed accompanying contract with this form.
The Loppet staff will reach out regarding activation specific details or if you requested a custom sponsorship.
Please feel free to be in touch with us at any time if you would like a custom contract or need additional details!*





YOUR BRAND CAN HELP CREATE THE WONDER OF WINTER FESTIVAL!

With your support, we can create unforgettable outdoor experiences that brings community together.

We can't wait to partner with you!



SPONSORSHIP@LOPPET.ORG

The Loppet
1221 Theodore Wirth Parkway
Minneapolis, MN 55422



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