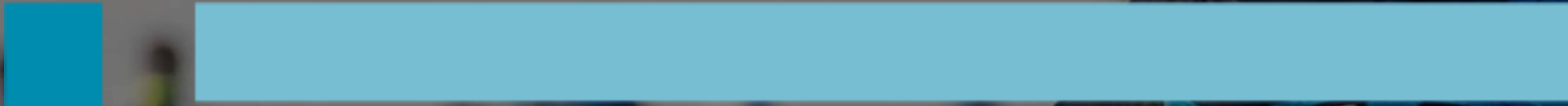




FEBRUARY 6-7, 2027
THEODORE WIRTH PARK

CITY OF LAKES



loppet

WINTER FESTIVAL

**SPONSORSHIP
OPPORTUNITIES**



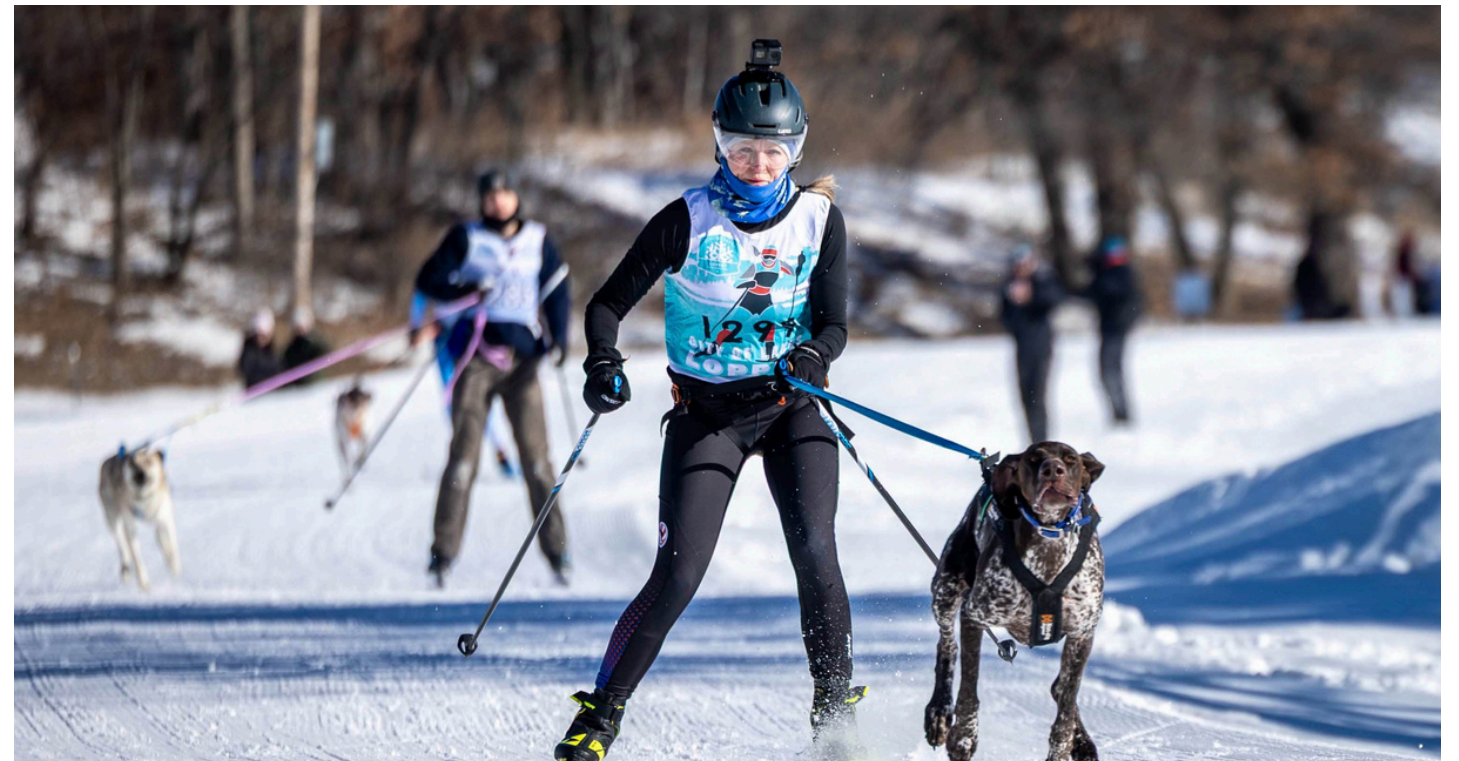
LOPPET.ORG

A 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+
- Over 2,000 athletes + 100 dogs expected
- Over 400 Volunteers involved

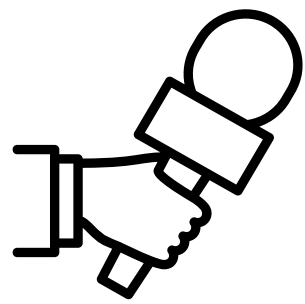


[VISIT EVENT PAGE](#)



VISIBILITY & REACH

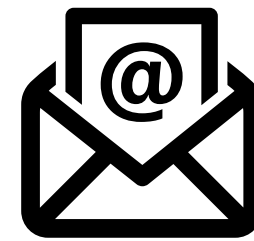
From local media coverage to social media buzz and website traffic, your sponsorship will give your brand maximum visibility across multiple platforms.*



Covered in the past by:

- Local news outlets
- Meet Minneapolis
- Explore Minnesota
- Westopolis

+ more!



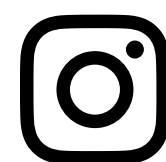
Email distribution List:
60,000+



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



Over 15,000 Facebook Followers

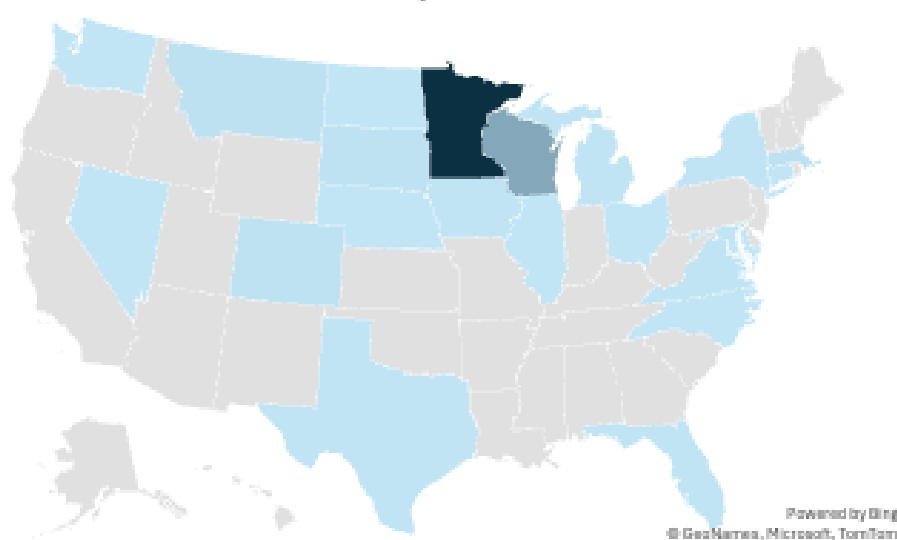


Over 13,000 Instagram Followers

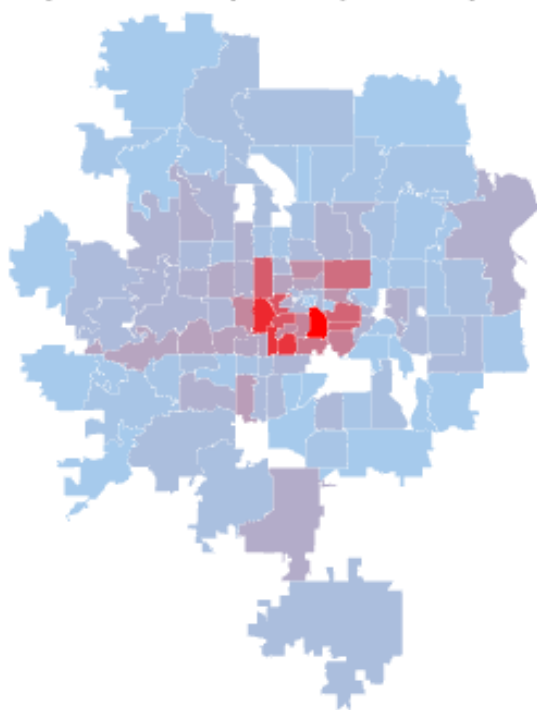
MEET THE PARTICIPANTS

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

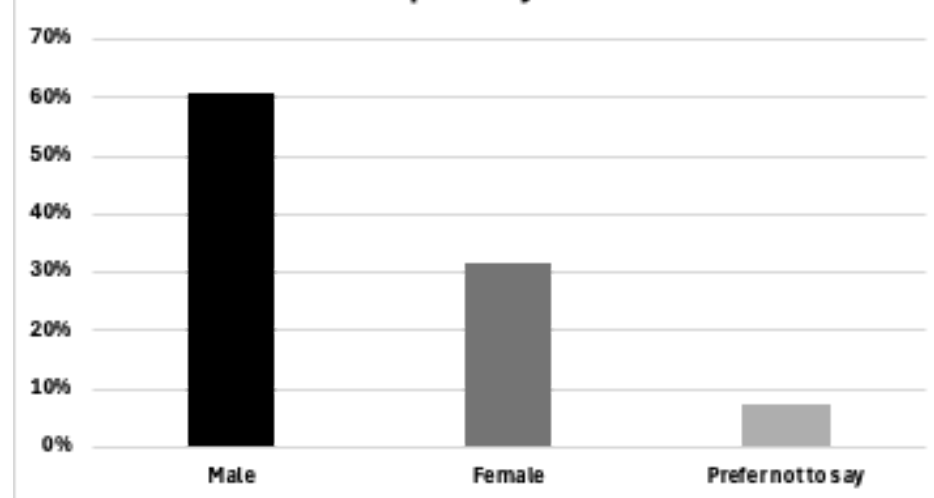
23 States Represented



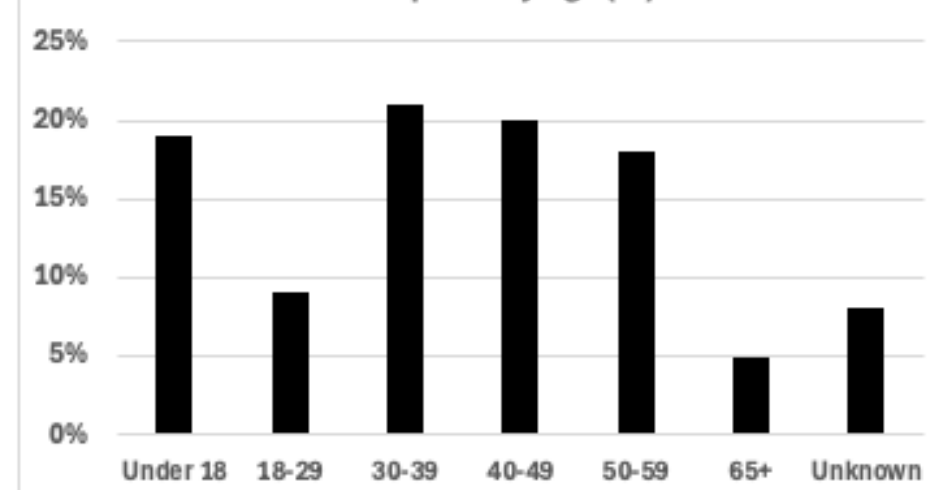
Participants by Metro Area Zip Codes (144 MN Zip Codes in Total)



Participants by Gender



Participants by Age (%)



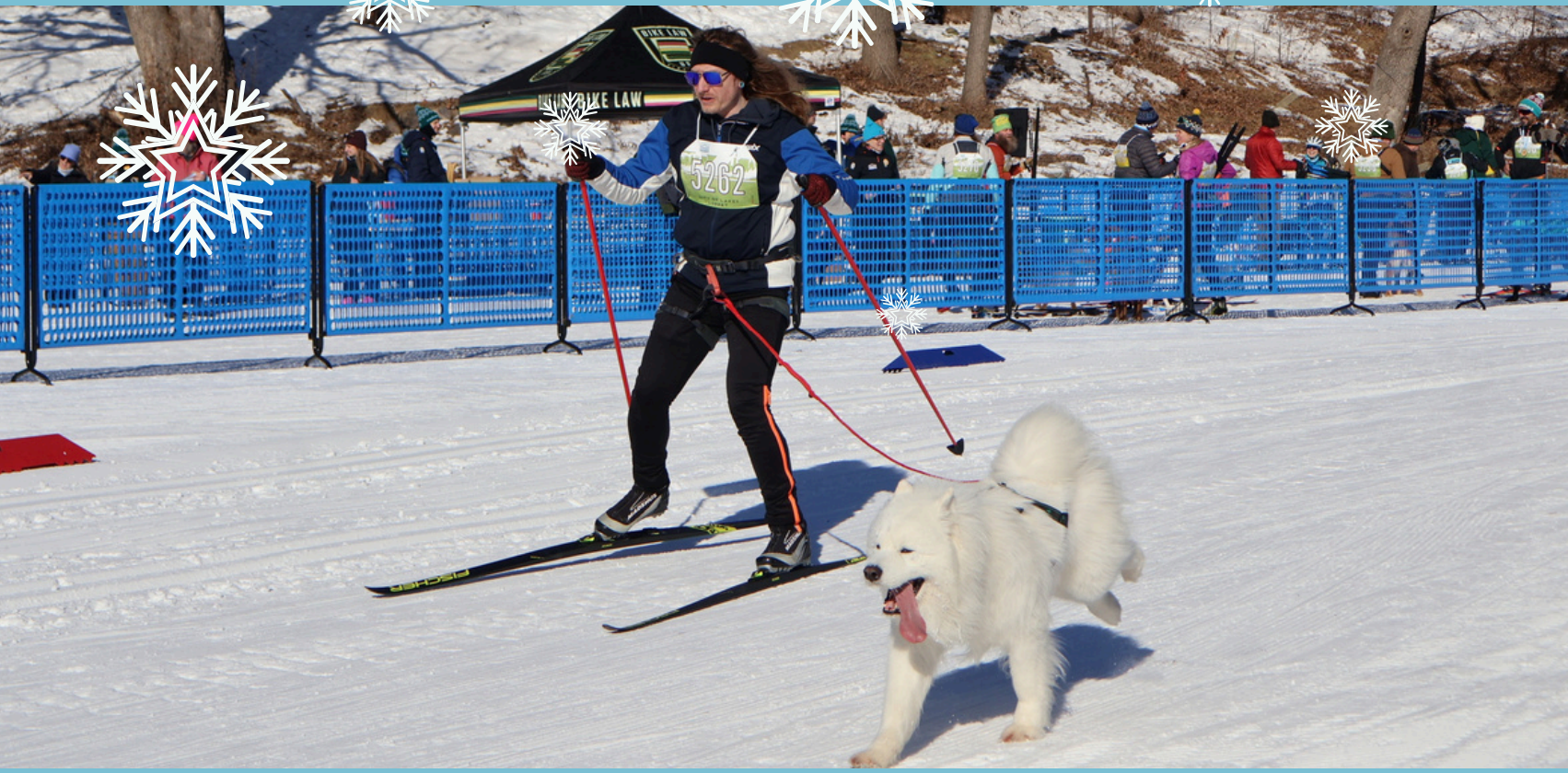
Not shown: International participants from Canada and Sweden!

*Not all forms of visibility and reach are guaranteed



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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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