



FEBRUARY 7TH, 2026

LUMINARY loppet

On Lake of the Isles
Minneapolis, MN

**SPONSORSHIP
OPPORTUNITIES**



LOPPET.ORG

YOU'LL HELP CREATE THE MOST MAGICAL NIGHT OF WINTER

By sponsoring this unforgettable event, you're not only aligning your brand with one of Minnesota's most beloved winter traditions, 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!**

Light up the night with us! Over 15,000 guests ski, snowshoe, and stroll the luminary trails with an occasional break to sip hot cocoa and toast s'mores. The magic continues at the Luminary Party, featuring outdoor music, vendors, food trucks, and drinks.

**This is the night everyone talks about –
and the one your company can help make possible!**



[VISIT EVENT PAGE](#)

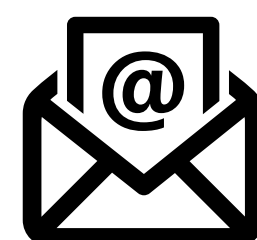


[WATCH EVENT PROMO](#)



VISIBILITY & REACH

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



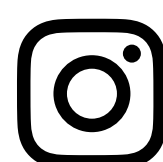
Distribution List: 60,000+
2025 Participants: 16,000



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



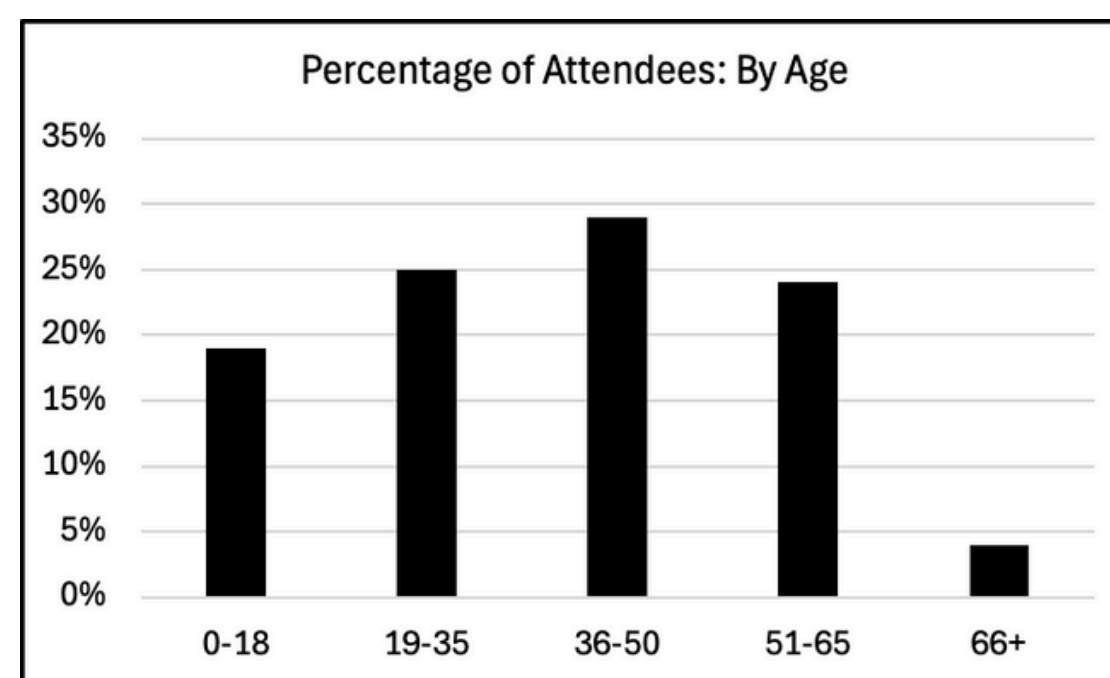
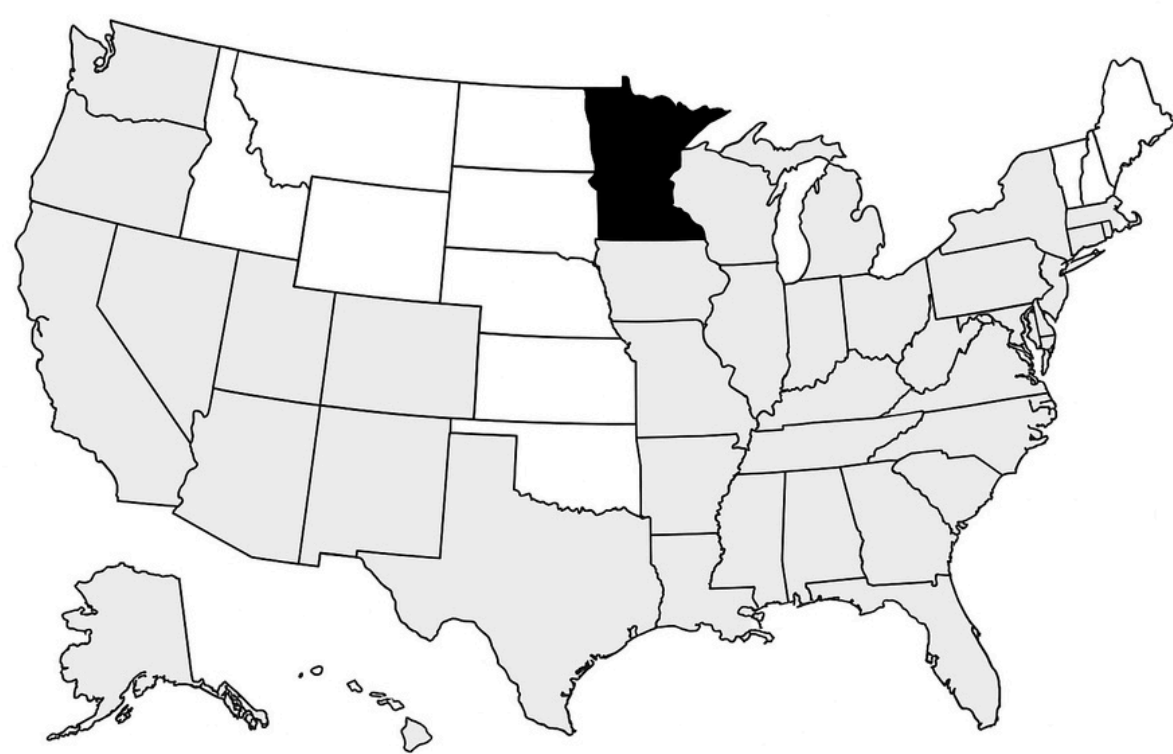
Over 14,000 Facebook Followers



About 11,000 Instagram Followers

MEET OUR PARTICIPANTS

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



214 Minnesota Zip Codes
35 States Represented
Even some international visitors!

*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> , Luminary <u>Event</u> and <u>Registration</u> pages				
Event Day Tag(s) on Social Media				
One 10x10 booth at the Luminary Party				
Flutter Flags displayed in the Luminary Party				
Inclusion in The Luminary Participant Guide				
Inclusion in The Loppet's annual Holiday Gift Guide				
Logo and Link on all Luminary emails				
Logo on The Luminary 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 a ticket pickup booth or hot cocoa station at the Luminary
- Host ticket pick-up at your store/location
- Gift items/flyers available during ticket pick-up
- Sponsored content in The Loppet emails
- Soft fencing in Luminary Party area
- 3 minute speaking slot on the stage during the Luminary Party
- ...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 Luminary Loppet
- ☐ 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 MAGIC!

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

We can't wait to partner with you!



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1221 Theodore Wirth Parkway
Minneapolis, MN 55422



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