



FEBRUARY 13, 2027

LUMINARY
loppet

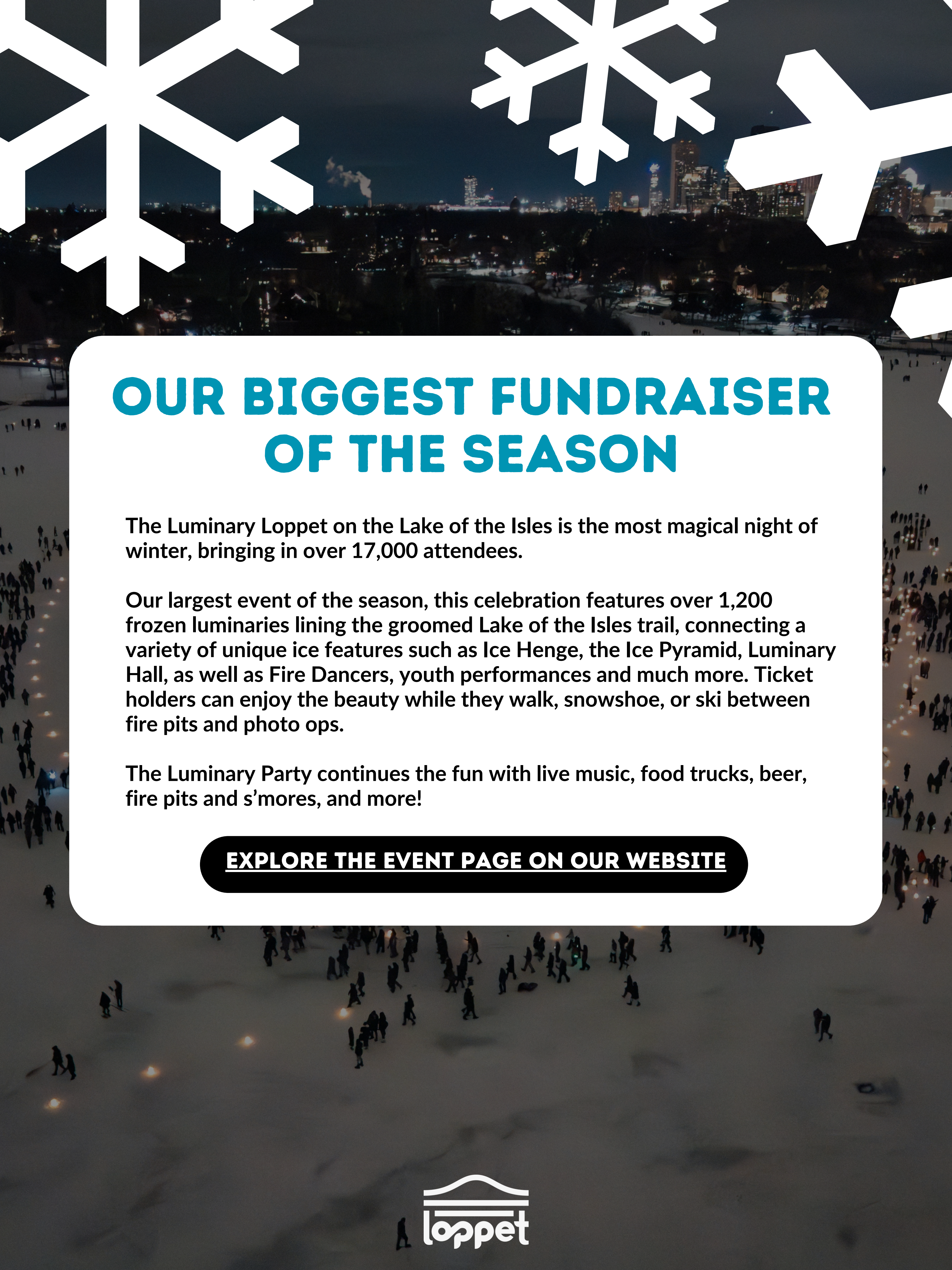
LAKE OF THE ISLES, MINNEAPOLIS, MN

SPONSOR INFORMATION PACKET

SPONSORSHIP@LOPPET.ORG



LOPPET.ORG



OUR BIGGEST FUNDRAISER OF THE SEASON

The Luminary Loppet on the Lake of the Isles is the most magical night of winter, bringing in over 17,000 attendees.

Our largest event of the season, this celebration features over 1,200 frozen luminaries lining the groomed Lake of the Isles trail, connecting a variety of unique ice features such as Ice Henge, the Ice Pyramid, Luminary Hall, as well as Fire Dancers, youth performances and much more. Ticket holders can enjoy the beauty while they walk, snowshoe, or ski between fire pits and photo ops.

The Luminary Party continues the fun with live music, food trucks, beer, fire pits and s'mores, and more!

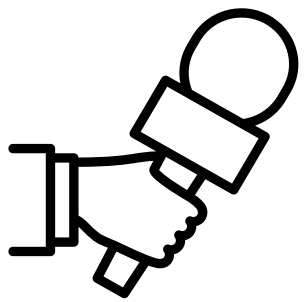
EXPLORE THE EVENT PAGE ON OUR WEBSITE





VISIBILITY & REACH

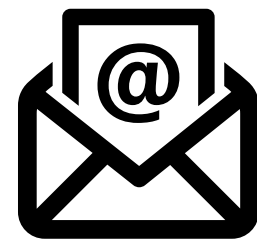
From local media coverage to social media buzz and website traffic, your sponsorship will give your brand maximum visibility across multiple platforms.*



Covered in the past by:

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

+ more!



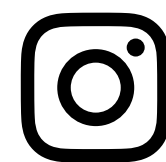
Email distribution List:
60,000+



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



Over 15,000 Facebook Followers



Over 13,000 Instagram Followers

LOPPET DEMOGRAPHICS

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

- Our reach spans all ages and many income levels
- 408 Zip codes attend the festival, including some from Canada!
- Top 3 segments of attendees come from: 55410, 55416, 55419
- Further detail of age demographics:
 - 0-18 Years Old: 19%
 - 19-35 Years Old: 25%
 - 36-50 Years Old: 29%
 - 51-65 Years Old: 24%
 - 66+ Years Old: 4%



SPONSORSHIP OPPORTUNITIES

AN INCREDIBLE CHANCE TO BE A PART OF THIS MAGICAL WINTER EVENT!

We encourage all sponsors to be as creative and engaging as possible while getting to interact with thousands of people in meaningful ways.

Luminary Loppet Title Sponsorship

Contact us for more details

Luminary Sponsor - \$3,000

- Two complimentary event passes
- One 10'x10' booth space in Luminary party area (south side of Lake of the Isles)
- Logo and link on event webpage
- Opportunity to place two flutter flags
- Social media mentions when applicable
- Inclusion in email blasts/communication for event

Luminary Event Vendor - \$1,000

- Two complimentary event passes
- One 10'x10' booth space in Luminary party area (south side of Lake of the Isles)
- Logo and link on event webpage
- Opportunity to place two flutter flags

Custom Activation

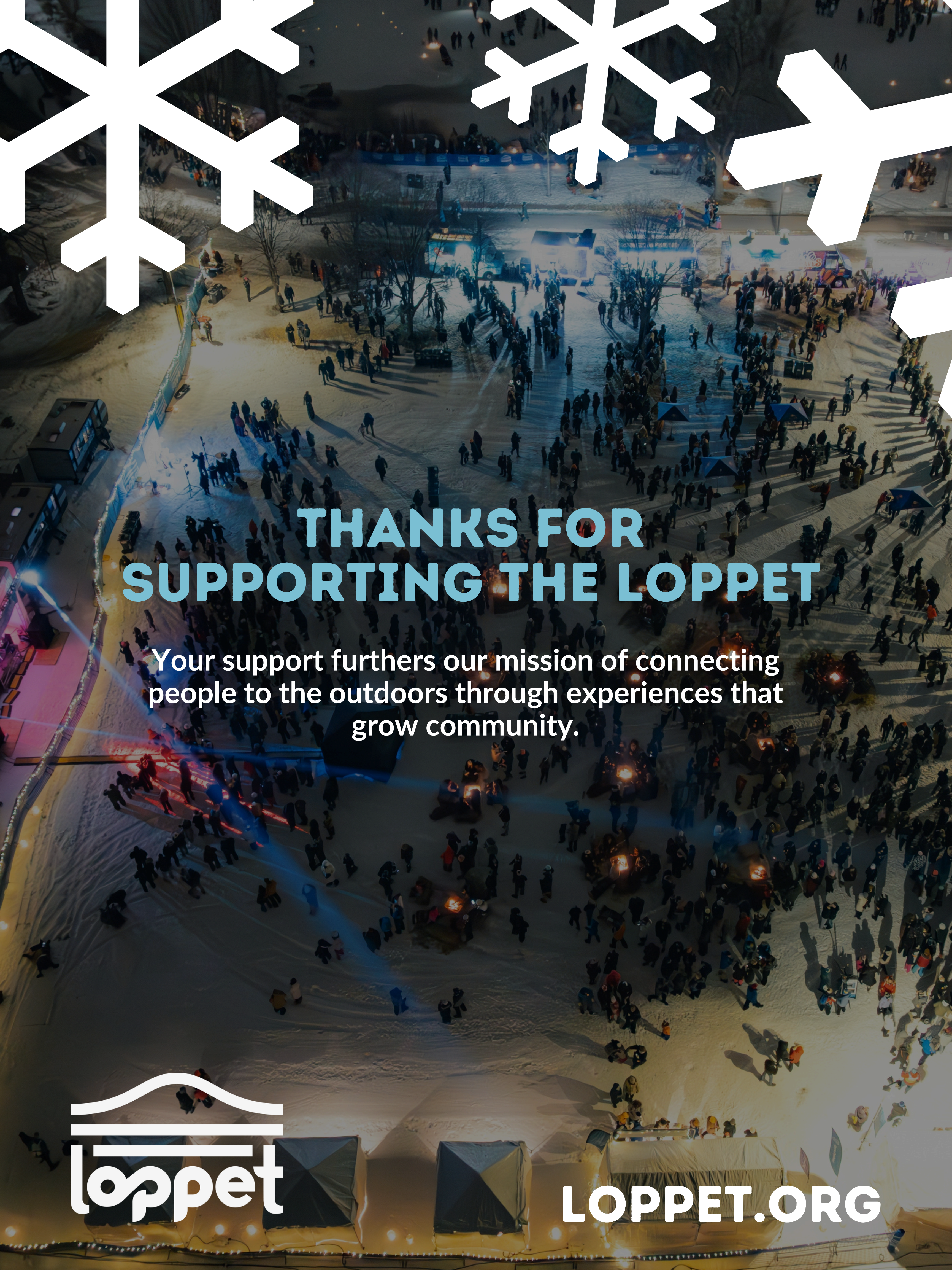
Ability to create unique experiences for participants - let your imagination run wild!

Interested in giving more?
Looking to give something in-kind?
Have your own creative sponsorship idea?

CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE

PLEASE CONTACT: SPONSORSHIP@LOPPET.ORG





THANKS FOR SUPPORTING THE LOPPET

Your support furthers our mission of connecting people to the outdoors through experiences that grow community.



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