

UNITED WAY'S  
**FROSTBITE**  
*Classic*

**SPONSORSHIP PACKAGE**



# ABOUT THE EVENT

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United Way's First Annual Frostbite Classic is a brand new winter event created right here in Sault Ste. Marie. With our long winters and deep love for the outdoors, we wanted to build something that felt unique, fun, and full of local character.

Our region sits in the heart of the Great Lakes and when the snow hits, families look for things to do. There are already winter favourites like ice fishing derbies, outdoor rinks, and Bon Soo, but we saw a chance to offer something different.

There is a strong and enthusiastic community of vintage snowmobile owners across the Algoma District. Many of these machines carry decades of stories and history. The Frostbite Classic gives people a chance to bring those sleds out, show them off, share the history behind them, and celebrate winter together.

Along with the sled show, the event includes:

- a short supervised ride loop for guests
- food and warm drinks for sale
- a silent auction
- and awards for standout sleds

All proceeds support United Way programs in our community.

Our goal is to turn the Frostbite Classic into a signature annual event that grows year after year, bringing together families, collectors, and businesses who want to make a difference close to home.



# SPONSORSHIP OPPORTUNITIES



**Trailblazer  
Sponsor**  
Presenting Sponsor

**\$2,000**



**Headlight  
Sponsor**  
Supporting Sponsor

**\$1,000**



**Throttle  
Sponsor**  
Ride Loop Sponsor

**\$750**



**Campfire  
Sponsor**  
Lunch Sponsor

**\$500**



**Oval Track  
Sponsor**  
Silent Auction Sponsor

**\$250**

# SPONSORSHIP OPPORTUNITIES



## Trailblazer Sponsor

**\$2,000**

### Presenting Sponsor

- Highest visibility on banner stands
- Largest logo placement on all sponsor banner ups
- Featured in social posts as the presenting sponsor
- included in posters and promotional materials (as space allows)
- Highlighted once during awards ceremony
- Option to have one small booth or table at the event (if desired)



## Headlight Sponsor

**\$1,000**

### Supporting Sponsor

- Prominent logo placement on sponsor banner-ups
- Logo included on event posters and promotional materials (as space allows)
- Social media mention recognizing your support
- Verbal recognition during general event announcements



## Throttle Sponsor

**\$750**

### Ride Loop Sponsor

- Brand/logo featured at the ride loop area
- Recognition on ride materials (maps, signage, or route markers)
- Dedicated social media thank-you post

# SPONSORSHIP OPPORTUNITIES



## Campfire Sponsor

**\$500**

### Lunch Sponsor

- Signage at the lunch area
- Verbal recognition during lunch service
- Social media thank-you



## Oval Track Sponsor

**\$250**

### Silent auction Sponsor

- Logo displayed at the silent auction table
- Recognition during auction announcements
- Social media thank-you

## CONTACT US TO LEARN MORE



[dscott@uwssmalgoma.ca](mailto:dscott@uwssmalgoma.ca)



705-256-7476 ext221



[www.uwssmalgoma.ca](http://www.uwssmalgoma.ca)

