Winter Wonderfest
MONTEREY

Partner with Us in 2026

Sponsor with us in 2026 and be part of six weeks of winter magic at Winter Wonderfest Monterey, running November 21 through December 31. After welcoming over 21,000 attendees in our first year, we're expanding the footprint, enhancing the experience, and unlocking even greater visibility for our partners. With increased capacity, new attractions, and extended programming, we anticipate significantly higher attendance and deeper community engagement. This is your opportunity to align your brand with one of the Central Coast's most exciting seasonal events and connect with thousands of families and visitors throughout the holidays.

Brand Analytics

→ Total Website Views	**25,000 visits**
→ Total Social Accounts Reached	**2.1 million views**
→ Total E-Newsletter Reach	**65,000 Event Opens**
→ Total New Interactions	**40,000 Social Interactions**

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PRESENTING SPONSOR

$10,000

- Exclusive “Presented by [Your Company]” naming rights across all marketing and event signage
- Broadcasted holographic logo above Jingle Bar (on side of Pattee Arena)
- Logo placement on all paid ads (print, digital, radio, TV)
- Prominent logo on website, tickets, map, and event entry
- Reserved on-site activation space for brand engagement
- 75 Premiere Passes ($45 Value Each) for staff, clients, or giveaways
- Space for a holiday party at the MCFEC for a Thursday or Friday in December ($1,000 Value)
- Featured post on all social media platforms and e-newsletter platforms (25k+ reach)
- Recognition in all press releases and media coverage as the presenting sponsor
- Three on-site signage placements (separate from logo inclusion on banners)

All sponsorship levels include opportunities to build community goodwill, reach thousands of attendees, and align your brand with Monterey’s newest holiday tradition.

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GOLD WEEKEND SPONSOR

$5,000

- Designated Presenting Weekend of Event (one weekend of the sponsors choice during the event, subject to availability)
- Logo featured on festival map
- Logo on website, social media, and e-newsletter promotions
- On-site activation space (booth/table)
- 40 complimentary Premiere Passes ($45 Value Each) for staff, clients or giveaways
- Dedicated sponsor spotlight on social media
- Recognition in select press materials for relevant weekend
- Two on-site signage placements (banners provided by sponsor)

Frosty's Carnival Sponsor

- Naming rights to the carnival area (e.g., “Carnival presented by [Sponsor]”)
- Two on-site signage placements (banners provided by sponsor)
- Logo placement on ride ticket/wristbands
- Logo featured on festival map
- Branded booth or activation space within the carnival zone
- Mentions in stage announcements and on-site promotions
- Logo inclusion on website, social media, and e-newsletters
- Inclusion in advertising campaigns and event collateral
- 25 Premiere Passes ($45 Value Each)

$5,000

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Jingle Bar Sponsor

$3,000

- Naming rights to the Jingle Bar (e.g., “Jingle Bar presented by [Sponsor]”)
- Prominent signage at the bar and surrounding lounge area
- Logo inclusion on menus, drink signage, and bar collateral
- Opportunity to feature a branded signature cocktail
- Onsite activation space or branded décor within the bar footprint
- Logo placement on website, e-newsletters, and social media mentions
- Inclusion in select event advertising and promotional materials
- 20 Premiere Passes ($45 Value Each)

Silver Bells Sponsor

- Logo displayed on-site at key attractions
- Logo inclusion on website and social media sponsor roundup
- 20 Premiere Passes ($45 Value Each)
- Two On-site signage placement (banner provided by sponsor)
- Social media group mention

$2,500

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WHOVILLE VILLAGE SPONSOR

$2,500

- Exclusive naming rights to Whoville Village presented by [Sponsor]
- Prominent sponsor signage throughout the bounce house and children's activity area
- Logo inclusion on activity signage, attraction information, and guest wayfinding throughout the village
- Opportunity for branded décor, interactive games, or a family-friendly activation within the Whoville Village footprint
- Logo placement on the Winter Wonderfest website, e-newsletters, and social media promotions
- Inclusion in select event advertising and promotional materials
- 20 Premiere Passes (a $45 value each)

Candy Cane Camp Sponsor

- Entertainment Stage & Igloo Experience Naming Rights
- Exclusive naming rights to Candy Cane Camp presented by [Sponsor]
- Prominent sponsor signage throughout the entertainment stage and igloo experience
- Logo inclusion on entertainment schedules, igloo reservation materials, and onsite wayfinding signage
- Opportunity for branded décor, photo opportunities, or interactive activation within the Candy Cane Camp footprint
- Logo placement on the Winter Wonderfest website, e-newsletters, and social media promotions
- Inclusion in select event advertising and promotional materials
- 20 Premiere Passes (a $45 value each)

$2,500

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Holiday Train Sponsor

$1,500

- Naming rights to the train attraction (e.g., “Holiday Traim presented by [Sponsor]”)
- Logo featured prominently on train signage at loading/unloading areas
- Branded banner or wrap placement
- Logo inclusion on train-related collateral
- Logo placement on train qeueu signage
- Mentions in event announcements and attraction promotions
- Logo placement on website, social media, and e-newsletters
- 15 Premiere Passes ($45 Value Each)



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JINGLE BELLS SPONSOR

$750

- Logo on website sponsor page
- 6 complimentary tickets
- Recognition in social media and e-newsletter sponsor group mention
- On-site signage placement on external fence (banner provided by sponsor)

FRIEND OF WONDERFEST

- Name listed on website sponsor page
- Name listed on event thank-you banner
- 4 complimentary tickets
- On-site signage placement on external fence (banner provided by sponsor)

$500

To secure your sponsorship please contact Tayler Baldwin at

media@montereycountyfair.com OR **(831) 601-0869**

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