

A Festival Funding a Community

Since founding Winter WonderFEST in 2016, we have invested over \$590,000 to enrich our community's culture and support local charities.

We have donated over \$160,000 of capital grants to 21 Sussex County nonprofit organizations via the Festival of Cheer Grant Fund!

We invested over \$350,000 to purchase the VisitDelaware.Com Ice Rink to ensure ice skating remains accessible for our community for generations to come!

Over \$80,000 was utilized to improve our attractions infrastructure at our permanent venue - Hudson Fields!

Your sponsorship makes our festival, grant program, and continued improvements possible.



Mission & Purpose

Festival of Cheer, Inc was founded to enrich lives by building cultural traditions and creating a brighter future for Sussex County by increasing philanthropic giving to Sussex County charities.

Governed by a dedicated group of volunteers with extensive experience in hospitality, real estate, finance, and entertainment industries, our organization is committed to generating a positive economic impact across the region, providing high-quality and affordable cultural events for all ages, and funding critically needed capital projects for the nonprofit organizations which serve the residents and visitors of Sussex County.

Winter WonderFEST



Your sponsorship supports our organization's effort to create a premiere cultural attraction which provides a high-quality, affordable, and holiday-inspired experience for the entire family. Centered around three main attractions, Winter WonderFEST features a range of activities with a significant purpose - creating a brighter future for Sussex County.

Christmas Carnival

Open Air Ice Rink

Light Spectacular

Schellville

The Lodge

The Main Stage

Fantasy Forest Maze

Santa's Craft Workshop & Photo Area

Light Show Hayrides



New Home - Hudson Fields!

We are THRILLED with WonderFEST's evolution at Hudson Fields on Coastal Highway!

After extensive analyzation & patron feedback, we believe Hudson Fields is the perfect venue for our organization to continue nurturing this cultural event.

We cannot wait to further expand and improve our offerings at Hudson Fields!

Sponsorship Levels

We appreciate your generosity at any level to support another season of WonderFEST! Our event is successful due to our sponsors who provide necessary financial contributions and incredible volunteers to bring our event to life.

Premier Sponsor

- Significant Gift of \$10,000+
- Encourage Employee Volunteerism

Individual Attraction Sponsor

- Significant Gift of \$1,000-4,000
- Encourage Employee Volunteerism

You will be recognized within our venues, across our marketing materials, and receive complimentary tickets according to your sponsorship level. Please review the enclosed information regarding your sponsorship benefits which match your gift!

We graciously accept donated goods and services for WonderFEST, and will ensure your business receives the appropriate recognition for the contribution.

Why Wonder?

Winter WonderFEST has become Delaware's Holiday Tradition. We recognize you have several organizations deserving of your support. We believe that our event provides your organization with an unprecedented opportunity for brand exposure during the holiday season at the Delaware Beaches.

2019 Visitor Statistics

- Over 79,000 Visitors from 31 States
- 38% from Sussex County, 71% from Delaware, and 29% from other states
- 16% Increase from 2018, and 200% increase from our inaugural 2016 year!

2019 Marketing Statistics

- Exposure via 21 media sponsors including WRDE, iHeart Radio, Delmarva Broadcasting Company, and Cape Gazette
- Reached over 1.9 Million Phones
- Distributed 11,000 Event Guides & 35,000 rack cards
- Over 436,000 Facebook Engagements

Significant Investment

- Operating a professional, seven-week festival, costs over \$600,000 annually.
- We strive to cover 40% of our budget with contributions from sponsors.

Volunteer Powered

- Our organization has no full time employees, and allocates only 11% of our operating budget for seasonal staff.
- During 2018, our volunteers provided over 4,200 hours of service to operate Winter WonderFEST!

