

Snow Capades!
Saranac Lake, NY
Friday, February 27 – Sunday, March 1, 2009

Mission Statement

Our mission is to mount an eco-friendly, family friendly event in that will create an economic impact on the Saranac Lake community at a time when it is historically slow.

History

The community of Saranac Lake currently has two successful winter events; ***First Night and Winter Carnival***. We would like to add a third event to give the town another boost prior to spring. Given the success of similar events (Winterlude in Ottawa, Cooperstown ect.) it has been decided that we will create a snow sculpting event. With our access to the man-made snow making capabilities at Mt. Pisgah, the eco-friendly nature of the art and the creative nature of our community it seems a perfect fit.

The Event

The competition would have three main categories. The first would be an Artist Competition; the second would be a Student Competition and the third would be a Family Competition.

The Artist Competition would have 5-7 teams. Each team would have three members. We would distribute applications to a list of known snow sculptors in the Northern New York, Vermont area. Contacts in Vermont and Saranac Lake have agreed to help to develop a list of possible artists. The winner will get \$1000 and a certificate.

The College Competition would also have 5-7 teams. Again, each team would have 3 members. Contact will be made with the Student Activities Departments of area colleges. Applications will be sent to area colleges, North Country Community College, Paul Smith's College, St. Lawrence, Plattsburgh State, SUNY Canton all come to mind. Entry fee will be \$50 and the winner will get \$250 and a certificate.

Drawings of the planned sculpture for both these categories will need to be included with the application. If more applications are received than we can accommodate, the committee will select the participants. Rules for both these categories will be based on the NY Snow Sculpting Competition guidelines.

The Family Competition would be open to teams of 2 to 5. The blocks will be smaller and more manageable. Entry fee will be \$25 and the winner will get \$100 and a certificate.

Applications will be published in the Adirondack Daily Enterprise, The Press Republican, on the website and advertized on the local radio stations beginning on October 15, 2008. Deadline for all applications will be January 15, 2009.

Artist competition will be in Riverside Park. College and Family Competitions may be at that location or a combination of locations (i.e.: Berkley Square, NCCC Athletic Field) depending on the response.

Competition will begin on Friday, February 27, 2009 and continue until Sunday March 1 at 10:00am. Judging will commence and winners will be announced at the Band Shell at 2:00pm.

In addition to the above mentioned competition, we would like to have a skating course established on Lake Colby for both day and evening skating. This will bring that lake into the mix. There will also be games on ice on Lake Colby or Pontiac Bay. Another thought would be to have horse drawn sleigh ride from Riverside Park to Lake Colby.

Marketing


In addition to local marketing (ie: Saranac Lake, Lake Placid, Tupper Lake, Plattsburgh) we would reach out to areas within a day's travel to Saranac Lake; Montreal, Boston (in conjunction with Cape Air), Watertown, Albany and Burlington. Our target market would be families and would begin mid January.

Revenue Generation

Sponsors
Food Sales
 Hot Dogs
 Hot Chocolate
 Chili
Merchandise Sales (Snow Globes)
Raffle (50/50, donated item or silent auction)
Buttons (ala Winter Carnival)

Needs

Sponsors
Logo Design
Collateral Design
Website Design
Captains (Marketing, Sponsor, Food Sales, Merchandise Sales, Lake Colby Events)



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Sponsorship Opportunities

Blizzard—\$5000

Full Page Ad in Program,
Ad on Website with Link,
Logo on All Printed Material Including Program,
Posters and Ads
Mention at Awards Ceremony as Blizzard Sponsor
Recognition at Awards Ceremony

Storm—\$2500

Half Page Ad in Program,
Logo on Website
Mention at Awards Ceremony as Storm Sponsor

Squall—\$1000

Business Card Ad in Program
Mention at Awards Ceremony as Squall Sponsor

Flurry—\$100- \$500

Mention in Program