

Pursuing a Sponsor

Each year candidates are faced with the challenge of finding a sponsor for the Queen of the Snows Candidate Program. Please note- it is not the responsibility of the candidate committee to find the candidate a sponsor, they are available to provide guidance in the search. It is the responsibility of the candidate to find their own sponsor and have one secured on the due date of the candidate applications. There are numerous ways in which you can find a sponsor.

Here are some helpful hints:

- ◆ Contact your current employer, school, community group or volunteer organization.
- ◆ Make a list of all businesses where you shop, eat, exercise, get your hair cut, buy your car, get your oil changed, see the dentist, go tanning, get your taxes done (you get the idea). Introduce yourself as a frequent customer and tell them your plans to run for Queen of the Snows.
- ◆ Ask your family and friends for any leads they might have.
- ◆ Ask your family and friends if they have a business that would sponsor you.
- ◆ Look for businesses in your area.
- ◆ Research businesses or organizations that have sponsored candidates in the past.
- ◆ A sponsor does not have to be a business or organization. It is acceptable to collect donations from family members and friends who wish to sponsor you.

It is highly recommended to create or bring along with you a piece of material when approaching potential sponsors. This can include but is not limited to:

- ◆ A shorter version of your “resume” or a cover letter asking businesses to consider sponsoring.
- ◆ Explain a little bit about the Winter Carnival – the event’s history and the Legend, maybe even how it pertains to their company or their history.
- ◆ Explain why you are running and what you would like to get out of the year.
- ◆ TELL THEM THE ADVANTAGES OF SPONSORING! Detail out what THEY will get out of the deal. (refer to the information provided in the Candidate Handbook and on the following pages)
- ◆ Be very specific and clear the exact amount of sponsoring for just a candidate and the commitment of sponsorship that will occur if you are chosen for the Royal Family.
- ◆ Don’t forget to request a personal interview, so a potential sponsor can meet you.
- ◆ You may have more than one sponsor, but only one can be your “named” sponsor and the recipient of the sponsor package.
- ◆ IMPORTANT NOTE: Who your sponsor is does not affect your chances as a candidate. The selection committee gives no regard to sponsorship when choosing the Queen and Princesses.

If you need help, please reach out to the Candidate Committee. Though the committee won’t find a sponsor for you, we will do what we can to assist you. We’d rather get creative with you than have you not become a candidate!

Sponsor Fees & Benefits

Sponsor Fees and Due Dates

- Sponsorship fee for candidacy is \$850*.
- Sponsorship fees must be submitted by November 3, 2023, along with the candidate's application forms. Sponsorship fees are not refundable after December 1, 2023.
- If your sponsor cannot supply a check to you by November 3, 2023, please notify the Candidate Committee Chair. The check must then be turned in at the Candidate Welcome Brunch.
- If there is further delay, please contact the Candidate Committee Chair for further instructions and to coordinate the sponsorship payment.

If a sponsor's candidate is selected, additional supporting fees are required:

- If selected as Queen of the Snows an additional \$1,500* is required by March 1, 2024.
- If selected as a Wind Princess, an additional \$1,000* is required by March 1, 2024.
- Sponsors are not required to provide financial support (i.e. wardrobe, travel, etc.) for their candidate beyond the fees as stated above, but may do so at their own discretion and are to discuss this with their candidate directly.

**All checks should be made payable to the "Saint Paul Festival and Heritage Foundation."*

Sponsor Benefits

The Saint Paul Festival and Heritage Foundation provides Candidate and Character Sponsors:

- Year-round exposure for sponsoring organizations
- Networking opportunities
- Invitation to many pre-Carnival and Carnival events
- Two tickets to the Royal Coronation and Dinner at the River Centre on Friday, January 26, 2024 (\$160 value). Reservations must be submitted to the SPFHF office by January 1, 2024 to hold these tickets. Further instructions will be provided closer to the date of coronation.

Sponsors are welcome and encouraged to attend pre-Carnival and Carnival events in support of their candidate. Any tickets or fees for events are the responsibility of the sponsor and must be purchased directly from the event host/producer. For example, the Candidate Dinner and Fashion Show are two fundraisers hosted by the Ambassadors of the Saint Paul Winter Carnival. Tickets will be available for both events directly from the Ambassadors website. Both events showcase the candidates and are a great opportunity for sponsors to participate in the lead up to Carnival and to support their candidate