

# Scandinavian MIDSUMMER FESTIVAL

June 14-16, 2024  
Parfet Park, Golden, CO



# CALL FOR SPONSORS

The Scandinavian Alliance of Colorado is seeking sponsors for our Midsummer Festival!

## THE FESTIVAL

In the heart of historic Golden, Colorado, the Scandinavian Midsummer Festival hosts our annual event for its 31st year! Join us for three days of festive fun where we celebrate our cultural heritage together.

- Watch as we raise the Midsummer Pole.
- Join in ring dances around the Midsummer Pole.
- Shop at the Scandinavian Market with 80+ vendors.
- Enjoy Scandinavian food and drinks.
- Interact with the Fjellborg Vikings in their living history encampment.
- Enjoy music and entertainment, including performances by professional folk dancing groups.
- Mischief and games with Leif the Viking—a favorite among children and teens.
- Watch and participate in craft demonstrations.
- Make a flower crown and wear it proudly.
- Paint a Scandinavian ornament to take home.
- Check out some Scandinavian classic cars presented by Rocky Mountain Volvo Group on Saturday and by the Rocky Mountain Saab Club on Sunday.
- Make new friends around the midsummer campfire in the evening.

### Friday June 14

**4pm–9pm**

Scandinavian market preview, beer garden, gathering around the campfire

### Saturday June 15

**9:30am–9pm**

Scandinavian market, food, performances, activities, beer garden, evening drum circle and singing around the campfire

### Sunday June 16

**10am–6pm**

10am–11am Church service  
11am–6pm Scandinavian market, food, performances, activities, and beer garden

## WHO ARE WE?

The Scandinavian Alliance of Colorado was formed in March 2016. After taking over the management of the Scandinavian Midsummer Festival, we saw the need for greater connection between the various Scandinavian organizations in the area. Our festival is the manifestation of our drive to share Scandinavian culture outwards to anybody who wants to learn about it.

Our website serves as a hub of shared resources, for all things Scandinavian in Colorado—classes, organizations, shopping, dance, music, fairs and events. In addition, our growing social media presence and targeted marketing has become a place to exchange ideas and experiences.

The Scandinavian Alliance of Colorado's mission is to unite the Scandinavian communities of Colorado through education, business, and social opportunities. The Alliance strives to connect our heritage and inspire others through social inclusion and civic partnerships. The Scandinavian Alliance of Colorado and the Scandinavian Midsummer Festival in Golden is an all volunteer-based, non-profit 501(c)(3) organization.



[scandinavianallianceofcolorado.org](http://scandinavianallianceofcolorado.org)  
[scandinavianmidsummer.com](http://scandinavianmidsummer.com)



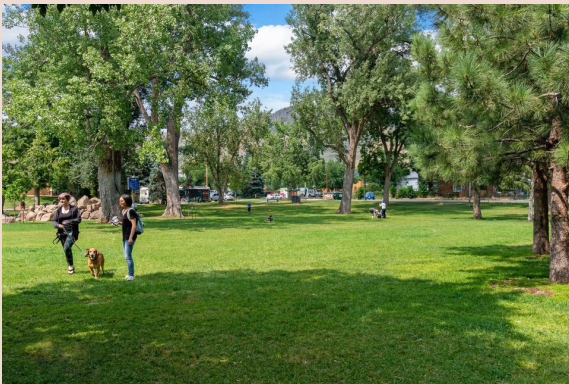
@scandinavianmidsummerfestival  
@scandinavianallianceofcolorado

## OUR REACH

Get your brand in front of this diverse group at one of the largest Midsummer celebrations in the United States. The Scandinavian Alliance of Colorado offers your business contact to thousands of our visitors per year through our three-day festival in June.

This annual festival presents live Scandinavian entertainment, over 70 retail vendors, and up to 10 culinary vendors. Our guests come from across the globe, staying for significant periods of time (the majority of visitors participate throughout the entire weekend of the festival).

The Scandinavian Alliance of Colorado has a targeted reach of an audience who participates in activities and/or are of Scandinavian heritage (Colorado has approximately 300,000 people of Scandinavian heritage, one of the largest in the United States). This event attracts thousands of visitors from all over the world to one of the United States' premier vacation locations for individuals, couples, and families.



The festival is located in Parfet Park, in the heart of Golden's densely populated shopping district.



*Making flower crowns is a favorite festival tradition.*



*The Fullner-Lindholm Family; founders of the festival.*



*Erik the Red of the Fjellborg Vikings.*



*Lindsborg Folkdanslag Junior Dancers.*

# SPONSORSHIP LEVELS

## Maypole Level: \$20,000

*The Maypole Level of Sponsorship is our premier sponsorship package that offers year-round benefits.*

- Listed as annual sponsor on all Banners and Events (presented by - Your Company Name) Scandinavian Midsummer Festival
- Prime placement in the Scandinavian Market
- Inclusion for Preferred Business of the organization in email communications
- Recognition in all festival advertising
- Featuring of your products or services at events
- Unlimited food/beverage passes for 3 days
- Announcements throughout the 3-day event
- Website and social media advertising

## Viking Ship Level: \$10,000

*The Viking Ship Level of sponsorship is another great package for businesses wishing to share their brand with a large audience, year-round.*

- Inclusion for preferred business of the organization in email communications
- Recognition in all festival advertising
- Featuring of your products or services at events
- Unlimited food/beverage passes for 3 days
- Announcements throughout the 3-day event
- Website and social media advertising

## Longhouse Level: \$5,000

- Recognition in all festival advertising
- Featuring of your products or services at events
- Food/Beverage passes for 3 days
- Announcements throughout the 3-day event
- Website advertising

## Tre Kronor (Three Crowns) Level: \$1,000

- Featuring of your products or services at events
- Food/Beverage passes for 3 days
- Announcements throughout the 3-day event
- Website advertising

## Saga Level: \$500

- Company booth at the festival
- Food/Beverage passes for 3 days
- Announcements throughout the 3-day event
- Website advertising

## Midgard Level: \$250

- Special announcement during opening ceremonies
- Food/Beverage passes for 3 days
- Website advertising

## Skål Level: \$100

- Special announcement during opening ceremonies
- Food/Beverage passes for 3 days
- Name listed on website as a supporter



## QUESTIONS?

We would love to hear from you! Reach out to us  
[sponsorship@scandinavianallianceofcolorado.org](mailto:sponsorship@scandinavianallianceofcolorado.org)