

2026 CHILLY OPEN



February
7
Wayzata, MN



OVERVIEW

COLD
iceholes



WARM
spirits

Since 1984 thousands of hearty Minnesotans head to Lake Minnetonka for this unique frozen golf event to celebrate our "chilly" winter season. Our great team of volunteers carve out four 9+ hole golf courses right out on the ice. Golfers come from all around with their golf clubs and hockey sticks to putt with tennis balls on Wayzata Bay!

2026 THEME

LIVE FROM WAYZATA... IT'S THE CHILLY OPEN!
(SNL Inspired)

LOCATION OF EVENT

WAYZATA BAY, FROZEN LAKE MINNETONKA
& 6SMITH PARKING LOT (19th Hole Tent)

EVENT INFORMATION

- Saturday, February 7, 2026
- Tee Times: 10 am, 12 pm & 2 pm
- Pre-ticketed event with 2 ticket types: \$60 Amateur / \$115 Pro
- Demographic: adults (21-55)
- 2025 attendance: Sold out!
 - 2,000 golfers/1,500+ spectators
- Four 9 hole courses featuring 36 hole sponsors that host on ice entertainment
- Chili Cook-off featuring 15 restaurants
- Live band in the 19th Hole Tent
- 6Smith Chilly Open Buffet & Ice Bar
- Snowga (yoga on the ice) - Free!
- Snow kite Races

WAYZATACHILLYOPEN.COM FOR FULL SCHEDULE

An aerial photograph of a large, frozen lake covered in snow. Numerous people and vehicles are scattered across the ice, indicating a large gathering or event. In the background, a town with several buildings is visible under a clear sky. The text is overlaid in a large, bold, orange font.

**The largest,
most well
known and
unusual golf
tournament
held on a
frozen lake.**

SPONSORSHIPS



Presented By



Support Community. Make an impact. Elevate your Business.

Looking for a **fun, effective** way to promote your business?
Look no further, you've picked the **"coolest"** event to sponsor.

Sponsorship Levels

Presenting Partner - \$12,500 (3-year commitment) or \$15,000 (1-year commitment)

Become the exclusive presenting partner of one of Minnesota's most iconic winter events. As the title sponsor, your brand will be featured across every aspect of the Wayzata Chilly Open – from digital and print promotions to on-site signage and media coverage. Connect with 3,000+ winter-loving Minnesotans from across the Twin Cities and beyond!

Pro Zone - \$7,500

Sponsor the Pro Golfer Zone, a VIP style area located inside the heated 6Smith Lobby for our tournament's top players. This exclusive space offers a premium activation opportunity for your brand.

Stage Sponsor - \$5,000

Put your name in lights as the Stage Sponsor for the 19th Hole Tent – home to live music, the chili cookoff competition, and key event moments.

Chili Cook-off + Entertainment Sponsor - \$2,000 (Limited to 6)

Own the spotlight in the heated 19th Hole Tent, where all the action happens! Sponsor the live band, chili cookoff, and entertainment that keeps the crowd warm and energized. **(No onsite presence required)**

Snowga Sponsor - \$1,500

Only in Minnesota! This free, unique winter yoga class takes place on the snowy Panoway Plaza, overlooking Lake Minnetonka. (No onsite presence required)

Hole Sponsor - \$400 member | \$500 non-member (36 total) - Most Popular!

*Tent rentals and equipment available for added fees if sponsor does not have their own
This is a great way to promote your business at a unique winter event. Show off your creativity by creating a themed golf hole experience for the golfers! With 36 total holes, this is one of the most popular and engaging ways to participate. As a hole sponsor you are recognized on the event website, and on most promotional materials, but the best part is the day of the event where you can make a lasting impression on hundreds of golfers. (Staffing required during the event on Saturday from 9 am – 4 pm)

Supporting Sponsor - \$500

Support the fun and gain valuable brand exposure. Get your business logo on wayzatachillyopen.com, included in event signage throughout the event, and social media mentions leading up to the event. (No onsite presence required)

~~19th Hole – SOLD!~~

Be the life of the party! The 19th Hole Tent is where the 2,500+ golfers and sponsors gather for our live music, golfer check-in, merch, and the legendary Wayzata Chili Cookoff featuring 12+ local restaurants.

~~Warming House – SOLD!~~

Located on Wayzata Beach, this cozy gathering spot welcomes 3,000+ golfers and spectators before they hit the ice. Attendees love the outdoor firepits and friendly atmosphere – and so will your team!

~~Chili Cook-off Competition Sponsor – SOLD!~~

Celebrate the chilly in Chilly Open! The Wayzata Chili Cook-off is a local favorite. Your brand sponsors the top foodies in the Twin Cities who judge over 12+ local restaurants as they battle for bragging rights. (No onsite presence required)

~~Course Sponsor – \$2,500 (Limited to 4) – SOLD!~~

Maximize visibility on the ice with a prime course location. Course sponsors receive naming rights, exclusive branding on Hole #1 of their course and additional recognition throughout the event. (Staffing required during the event on Saturday from 9 am – 4 pm)



WAYZATA WEST METRO CHAMBER