

Thank you Major Sponsors of Zehnder's Snowfest 2026



Divisional Sponsors



Friends of Snowfest

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Burger King of Frankenmuth
Capital Granite
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Comfort Inn Birch Run
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Drury Inn & Suites
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Mi Pot Korean BBQ
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SpringHill Suites - Frankenmuth
Sticky Situations
Subway
T. Dub's Pizzeria & Pub
Tiffany's Food and Spirits
Tri-Star Trust
TSSF Architects
Uptown North Main
Wang's Bistro
Zehnder & Associates, PC

For more information 844-602-4873
www.zehnders.com/snowfest



SNOWFEST

January 28 - February 1, 2026



SCHEDULE OF EVENTS

All scheduled outdoor activities and events may be changed due to weather conditions.

WEDNESDAY, JANUARY 28, 2026

World Class Snow Carving teams continue to work throughout the day on double & single block competitions in Zehnder's parking lot. Double Block Competition sponsored by: DOW, Birch Run Premium Outlets, Frankenmuth Brewery & Apple Mountain. Single Block Competition sponsored by: HAP Remer Plumbing, Heating & Air Conditioning.

Children's Snow Sculpting at Frankenmuth River Place Shops. Sponsored by: Covenant Healthcare. **State of Michigan Snow Sculpting** begins at 6 p.m. in Bavarian Inn Restaurant's parking lot. Sponsored by: Bavarian Inn Restaurant.

Zehnder's Snowfest Warming Tent

Open 10 a.m. - 4:00 p.m. Sponsored by: Neuman Pools, Webster Garner, Miller Lite, High Noon Sun Sips, Gordon Food Service & Iron Fish Distillery.

Refreshments, Exhibit Booths & Entertainment.

10 a.m. - 4 p.m. Pioneer Sugar's "Apple Delights, Brownie Bonanza & Cupcake Extravaganza" Baking Contest" Sponsored by: Michigan Sugar, Le Creuset & WSGW.

11 a.m. - 3 p.m. The Halsey Old Timers

THURSDAY, JANUARY 29, 2026

World Class Snow Carving teams continue to work throughout the day on double & single block competitions in Zehnder's parking lot, voting begins. **Double Block Competition** sponsored by: DOW, Birch Run Premium Outlets, Frankenmuth Brewery & Apple Mountain. **Single Block Competition** Sponsored by: HAP & Remer Plumbing, Heating & Air Conditioning.

Children's Snow Sculpting at Frankenmuth River Place Shops. Sponsored by: Covenant Healthcare.

High School Snow Sculpting Begins at 9 a.m. at Frankenmuth River Place Shops. Sponsored by: Northwood University.

State of Michigan Snow Sculpting teams continue throughout the day in Bavarian Inn Restaurant's parking lot. Sponsored by: Bavarian Inn Restaurant.

Zehnder's Snowfest Lunch Show At 12 noon, in Zehnder's Main Dining Room. Enjoy a chicken luncheon and then be entertained by Dueling Pianos. \$63 per person. Call (989) 652-0450 or book online at www.zehnders.com/ticketing

Zehnder's Snowfest Warming Tent

Open 12 noon - 3 p.m. Sponsored by: Neuman Pools, Webster Garner, Miller Lite, High Noon Sun Sips, Gordon Food Service & Iron Fish Distillery. Refreshments and Exhibit Booths.

Bingo from 1 p.m. - 3 p.m. Must be 18 years of age or older to win prizes. Sponsored by: Zehnder's of Frankenmuth.





SCHEDULE OF EVENTS

ALL SCHEDULED OUTDOOR ACTIVITIES AND EVENTS MAY BE CHANGED DUE TO WEATHER CONDITIONS.

FRIDAY, JANUARY 30, 2026

Professional Ice Exhibition Spectators will be entertained and amazed as Greg Butauski, Award Winning Certified Master Ice Sculptor, and his team create a multi-block Sponge Bob themed display along with the popular TV5 news desk. Located in Zehnder's parking lot. Sponsored by: Pepsi.

World Class Snow Carving teams continue to work throughout the day on double & single block competitions in Zehnder's parking lot, public voting continues. **Double Block Competition** sponsored by: DOW, Birch Run Premium Outlets, Frankenmuth Brewery & Apple Mountain. **Single Block Competition** Sponsored by: HAP & Remer Plumbing, Heating & Air Conditioning.

State of Michigan Snow Sculpting teams continue throughout the day in Bavarian Inn Restaurant's parking lot. Sponsored by: Bavarian Inn Restaurant.

High School Snow Sculpting Continues 9 a.m. - 5 p.m. at Frankenmuth River Place Shops. Sponsored by: Northwood University.

Zehnder's Snowfest Information Tent Open 12 noon - 6 p.m. Sponsored by: Wellspring Lutheran Services.

Zehnder's Snowfest Warming Tent Open 11 a.m. - 12 midnight. Sponsored by: Neuman Pools, Webster Garner, Miller Lite, High Noon Sun Sips, Gordon Food Service & Iron Fish Distillery. Food, refreshments, Exhibit Booths & Entertainment.

11:30 a.m. - 2 p.m. - **The Swift Brothers**

Snowfest Country Night

3 p.m. - 4:30 p.m. - U.S. 338th Army Band Country Concert
6 p.m. - WKQD Line Dancing
8 p.m. - Midnight - Shiawassee
\$5 Cover Charge after 6 p.m. - (Children 12 and under are free)

Children's Play Area Sponsored by: Meijer. Located on the corner of Main Street and Cass Street.

Petting Zoo 4 p.m. - 7 p.m.
Children's Pony Rides 4 p.m. - 7 p.m. (\$3.00).
Musical Carousel Ride 4 p.m. - 7 p.m.

Sponsored by: Reimold Printing.
Collegiate Alumni Ice Carving Competition 4 p.m. - 7 p.m.
Former Collegiate Alumni compete in a multi-block ice carving challenge. Located in Edwin L. Zehnder Park. Sponsored by: Frankenmuth CVB.

SATURDAY, JANUARY 31, 2026

World Class Snow Carving single and double block, and state snow sculpting concludes at 10 a.m. **Double Block Competition** sponsored by: DOW, Birch Run Premium Outlets, Frankenmuth Brewery & Apple Mountain. **Single Block Competition** Sponsored by: HAP & Remer Plumbing, Heating & Air Conditioning.

Zehnder's Snowfest Information Tent Open 12 noon - 6 p.m. Sponsored by: Wellspring Lutheran Services.

Zehnder's Snowfest Warming Tent Open 11 a.m. - 12 midnight. Sponsored by: Neuman Pools, Webster Garner, Miller Lite, High Noon Sun Sips, Gordon Food Service & Iron Fish Distillery. Food, refreshments, Exhibit Booths & Entertainment.

11:30 a.m. - 2 p.m. - **The Swift Brothers**

Snowfest Classics Day

Sponsored by: Gordon Food Service
9:30 a.m. - 10 a.m. - U.S. 338th Army Brass & Wind Ensemble
10 a.m. - 11 a.m. - 338th Army Band Patriotic Concert
11 a.m. - 4 p.m. - Magician Joel Tacey (3) Shows

12 noon - 3:30 p.m. - Music by Stone Street Revival
2 p.m. - Snow Carving Awards
4 p.m. - 5:30 p.m. - U.S. 338th Army Band Rock Concert
8 p.m. - 12 midnight - The Rock Show
\$5 Cover Charge after 6 p.m. - (Children 12 and under are free)

Children's Play Area Sponsored by: Meijer Located on the corner of Main Street and Cass Street.
Petting Zoo 11 a.m. - 5 p.m.
Children's Pony Rides 11 a.m. - 5 p.m. (\$3.00).
Musical Carousel Ride 11 a.m. - 5 p.m.

Sponsored by: Reimold Printing.
Collegiate Alumni Ice Carving Competition 11 a.m. - 3 p.m.
Former Collegiate Alumni compete in a multi-block ice carving challenge. Located at Edwin L. Zehnder Park. Sponsored by: Frankenmuth CVB.

Annual Fireworks Display at 7:30 p.m. Sponsored by: United Association Local 85, Huntington Bank & OpenAire.

 **STAY CONNECTED -** www.zehnders.com/snowfest

Official Snowfest hashtag: #ZSnowfest

SUNDAY, FEBRUARY 1, 2026

All Ice and Snow Sculptures completed for Public Viewing
Zehnder's Snowfest Information Tent

Open 12 noon - 3 p.m. Sponsored by: Wellspring Lutheran Services.

Zehnder's Snowfest Warming Tent

Open 10 a.m. - 5 p.m.
Sponsored by: Neuman Pools, Webster Garner, Miller Lite, High Noon Sun Sips, Gordon Food Service & Iron Fish Distillery. Food, refreshments, Exhibit Booths & Entertainment.

11 a.m. - 4 p.m. - Magician Joel Tacey (3) Shows

1 p.m. - 5 p.m. - Music by The Saucercats
Children's Play Area Sponsored by: Meijer. Located on the corner of Main Street and Cass Street.
Petting Zoo 12 noon - 5 p.m.
Children's Pony Rides 12 noon - 5 p.m. (\$3.00).
Musical Carousel Ride 12 noon. - 5 p.m.
Sponsored by: Reimold Printing.

ADDITIONAL COMMUNITY ACTIVITIES

11:00 a.m. - 10:00 p.m. - Frankenmuth Ice Rink at Edwin L. Zehnder Park.
Jaycees Food Concession at Chamber Platz Saturday: 11 a.m. - 8 p.m.
Dog Mushing at The River Place Shops Friday: 5 p.m. and 7 p.m. (Glow Show!) Saturday: 1 p.m., 3 p.m., 5 p.m. & 7 p.m. (Glow Show!) Frozen Chicken Bowling at Chamber Platz Saturday: 11 a.m. - 8 p.m.
Children's Inflatables at River Place Shops Friday: 4 p.m. - 7 p.m.
Saturday: 11 a.m. - 7 p.m.
Sunday: 12 p.m. - 4 p.m.
The Mary Free Bed Center for Autism Low Stimulation Room - Holiday Inn Express, 926 S. Main St.
Saturday: 12 p.m. - 6 p.m.
Sunday: 1 p.m. - 4 p.m.
Fully equipped to ensure a supportive and relaxing experience for your family.

Like to take pictures?

Enter the annual Snowfest Photo Impressions contest for a chance to win one of 3 great Zehnder's prizes including an overnight stay at Zehnder's Splash Village Hotel & Waterpark!

Enter at:
www.zehnders.com/snowfest-impressions or scan the QR code:



- STOP BY AND VISIT -
SCHAEFER & BIERLEIN
CHRYSLER DODGE JEEP RAM
DISPLAY THROUGHOUT THE EVENT LOCATED NEXT TO THE **SNOWFEST WARMING TENT**
Official Vehicle Sponsor of Zehnder's Snowfest 2026

POINTS OF INTEREST AND PARKING

Huntington Bank, 525 N. Main (#1)

Prost, 576 1/2, S Main (#2)

Frankenmuth Chamber of Commerce, 635 S. Main (#3)

Rau's Country Store, 656 S. Main (#4)

Frankenmuth Bavarian Inn, 713 S. Main (#5)

Zehnder's of Frankenmuth, 730 S. Main (#6), (P5)

Edwin L. Zehnder Park (Main Street) (#7)

Frankenmuth River Place Shops, 925 S. Main (#8), (P3)

Bronner's CHRISTmas Wonderland,

25 Christmas Lane (#9), (P6)

Frankenmuth Brewery, 425 S. Main (#10)

The Fortress Golf Course, 950 Flint St. (P1)

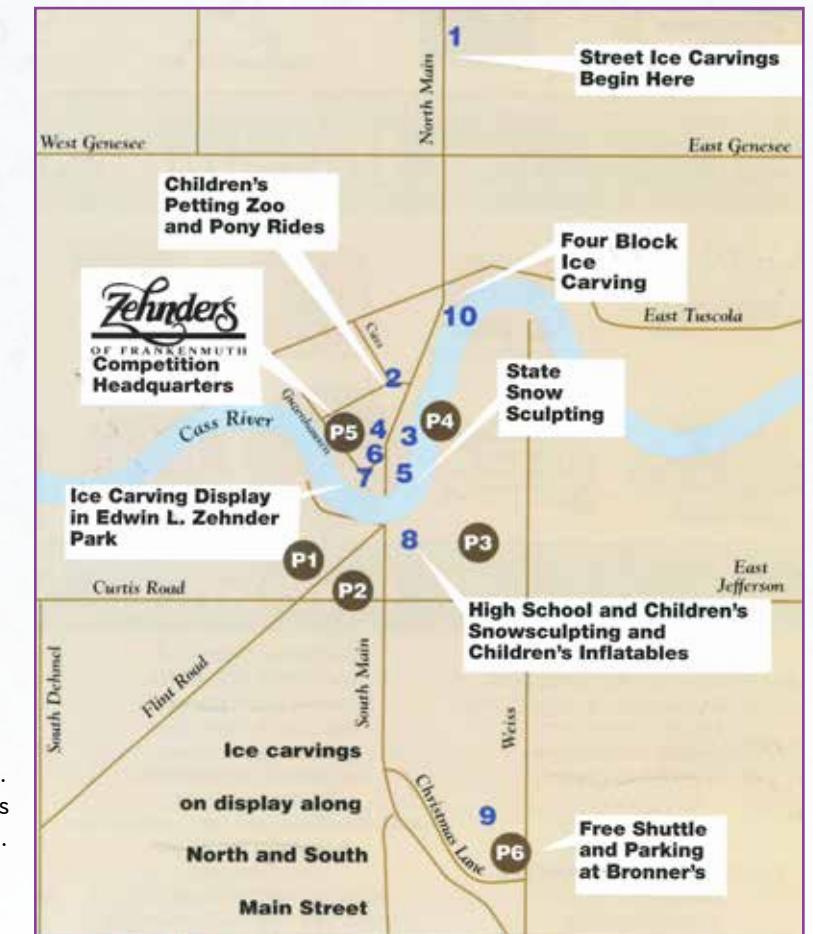
Free Snowfest Shuttles

- Complimentary shuttle available at the west entrance of Bronner's CHRISTmas Wonderland. Saturday 11:00 a.m. - 10:00 p.m. and Sunday 12:00 noon - 5:00 p.m.
- Shuttle is also available at Birch Run Premium Outlets and Birch Run area hotels. Visit www.birchrn.org for shuttle schedule.

Alternate Routes to Frankenmuth

Northbound I-75 travelers: Take Exit 136, go east to the first light at Dixie Hwy., then continue to Dehmel Rd. and turn left. Follow Dehmel to Curtis Rd.; turn right on Curtis. Follow Curtis to Flint St. then turn left and park at The Fortress Golf Course.

Southbound I-75 travelers: Take Exit 144A (Dixie Hwy.) to Junction or Curtis; turn left on either and follow eastward to Frankenmuth. Or take M-46 East to M-83 South to Frankenmuth.



For more information call (844) 602-4873 or visit www.zehnders.com