

2020-2021

# SPONSORSHIP OPPORTUNITIES



FOLSOM HISTORIC DISTRICT ICE RINK | [FOLSOMICERINK.COM](http://FOLSOMICERINK.COM)

# KEY INFORMATION

The Folsom Historic District Association is proud to present the 2021 Historic District Ice Rink located in the public plaza around the picturesque railroad turntable. The ice rink is open for 60+ fun filled days and serves as a fantastic opportunity to be involved with the Folsom community. With a projected 30,000+ skaters this beautiful ice rink brings enjoyment and wonderful memories to all visitors.

Our Historic District Ice Rink is fun for the whole family and an excellent opportunity for corporate events, private get-togethers, employee appreciation events and birthday parties. Your sponsorship helps support this popular Folsom tradition.



## CONTACT

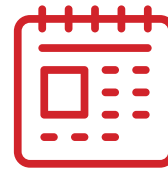
**Judy Collinsworth**

Folsom Historic District Director  
916.985.7452 | [judy@historicfolsom.org](mailto:judy@historicfolsom.org)

## BENEFITS

- ▶ Exposure to more than 30,000 participants and 50,000 visitors
- ▶ Your brand is advertised on the ice rink for 60+ days
- ▶ Show your dedication to the community
- ▶ Face-to-face marketing options

VISITORS | **30,000**  
**50,000** | PARTICIPANTS



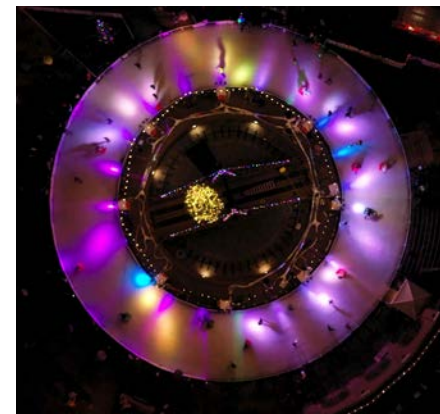
## DATE & TIME

The ice rink opens mid November and closes mid January. We are open all Holidays including Thanksgiving and Christmas Day! The rink is open 7 days a week from 10am-9:30 pm.



## PARKING

Parking is free in the parking structure (except on major event days) located at 905 Leidesdorff and conveniently located adjacent to the ice rink, or arrive by Light Rail just a few steps away from the Ice Rink.



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To receive full benefits of sponsor packages payment due by September 20, 2021

# KEY HIGHLIGHTS

2020 RECORD BREAKING  
SEASON ATTENDANCE

E-TIX **27,673**  
AT GATE **5,518**



**20%**  
CHILDREN  
6 & UNDER

TOTAL SKATERS

**33,191**



**27%**

INCREASE OVER  
2017 RECORD

OPEN  
**60+**  
DAYS



BUSIEST DAYS  
**FRI/SAT/SUN**



PEAK  
WEEKS  
THANKSGIVING  
CHRISTMAS  
NEW YEARS

FARMERS  
MARKET  
**EVERY  
SATURDAY**



EVENTS

SMALL BUSINESS SATURDAY  
COMMUNITY CHRISTMAS TREE LIGHTING  
CHRISTMAS CRAFT FAIR  
CHRISTMAS LIGHT PROMENADE  
TOY AND CANNED FOOD DRIVES

**50,000+**

VISITORS THROUGHOUT THE SEASON



SOCIAL MEDIA  
REACH

**147,000**  
IMPRESSIONS



**83,400** SEARCH TRIGGERS  
**66,700** WEBSITE VIEWS



**TELEVISION EXPOSURE**

GOOD DAY SAC, CBS 13, FOX 40



**2,000** VIEWS FEATURING  
COACH JULIE  
**4,000** VIEWS TRAVELS  
WITH ANDREW

**3,000**

DIRECT MARKETING NEWSLETTER



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GREAT VALUE AT EVERY LEVEL!

# SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES Great value at every level	Presenting \$10,000 (1 available)	PLATINUM \$5,000 (2 available)	GOLD \$3,000 (6 available)	SILVER \$1,500	Bronze \$600
"Presented by" co-branded ice rink logo	Co-branded Logo				
"Presented by" ice rink naming rights	Co-branded Logo				
Banners in Rink Plaza with Company logo	Co-branded Logo	Logo			
Opportunity to speak at Sponsor Recognition Day	Included	Included			
Dedicated on-site days for sponsor driven promotions	5	3			
Company Identification Panels placed on rink permimeter	4	3	2	2	1
Logo and link on website	Top Level Logo	Logo	Logo	Logo	Name
Mention in press releases (Presenting & Diamond only)	Included	Included			
Included in Historic District signage	Co-branded Logo	Logo	Logo		
Logo on print paid advertisements - Folsom Telegraph, Style Magazine, Folsom Lake Entertainer, Folsom Living, Sac Bee Ticket	Co-branded Logo	Logo	Logo		
Logo on marketing collateral - 10,000 Postcards/200 Posters	Co-branded Logo	Logo	Logo	Logo	Name
Social Media Posts	3	2	1	Mention	Mention
10x10 booth space - days at rink	5	3	1	1	\$400/day
Complimentary skate passes including skate rental	100 (\$1,500 Value)	40 (\$600 Value)	20 (\$300 Value)	10 (\$150 Value)	Not Included
E-ticket Logo: Your logo on all on-line tickets sold	\$1,000 add-on Option	\$1,000 add-on Option	\$1,000 add-on Option	Not available	Not available
Skate Assist Sponsor: Your logo prominently displayed on 35 skate helpers	\$1,000 add-on Option	\$1,000 add-on Option	\$1,000 add-on Option	\$2,500	\$2,500



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## 1 OPPORTUNITY

# PRESENTING \$10,000

- ▶ “Presented by” ice rink naming rights
- ▶ “Presented by” **co-branded logo** banners in Ice Rink Plaza
- ▶ Opportunity to speak at sponsor recognition day
- ▶ Dedicated week of sponsor specific promotion
  - PA announcements during on-site days
  - 5 days on-site engagement 10x10 booth, sponsor provides own tent, table, chairs\*
- ▶ 4 company identification panels (37”h x 45w”) placed on rink perimeter
- ▶ Top level **logo** placement on event website with hyperlink
- ▶ Presented by **co-branded logo** placement on
  - All paid advertisements: Style Magazine, Folsom Living, Folsom Lake Entertainer, Sac Bee Ticket, Folsom Telegraph
  - Printed marketing collateral: 10,000 postcards & 200 posters
- ▶ Social Media: “Presented by” **co-branded logo** on all postings
  - 3 dedicated posts covering premium weekends: Thanksgiving, Christmas & New Years
  - **Co-branded logo** in all social media event mentions
- ▶ 100 complimentary skate passes including skate rental (\$1,500 value)

### OPTION

#### E-TICKET SPONSOR - \$1,000

- ▶ Add-on option only to Presenting, Diamond or Gold levels)
- ▶ Your logo on each E-ticket purchased (2020 over 25,000 E-ticket sales)
- ▶ 3 available

\* *Additional on-site engagement days may be purchased at a cost of \$150 per day. One sponsor per day, space limited, while available, no black out dates apply.*

## 2 OPPORTUNITIES

# DIAMOND \$5,000

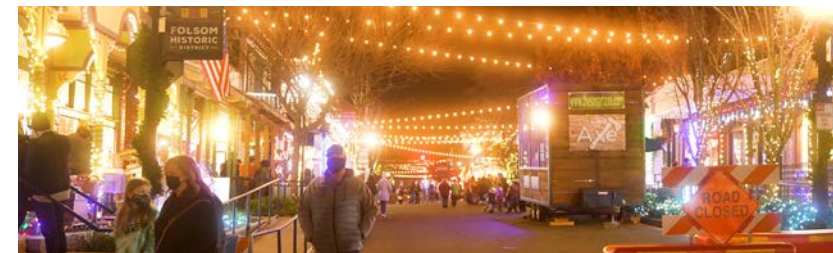
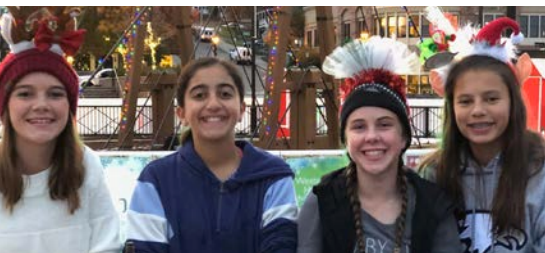
- ▶ **Logo** on banners in Ice Rink Plaza on street pole banners
- ▶ Opportunity to speak at sponsor recognition day
- ▶ 3 days dedicated sponsor specific promotion
  - PA announcements during on-site days
  - 3 days on-site engagement 10x10 booth, sponsor provides own tent, table, chairs\*
- ▶ 3 company identification panels (37”h x 45”w) placed on rink perimeter
- ▶ Premium level **logo** placement on event website with hyperlink
- ▶ **Logo** placement on
  - All paid advertisements – Style Magazine, Folsom Living, Folsom Lake Entertainer, Sac Bee Ticket, Folsom Telegraph
  - Printed marketing collateral – 10,000 postcards & 200 posters
- ▶ Social Media
  - 2 dedicated posts
- ▶ 40 complimentary skate passes including skate rental (\$600 value)

### OPTION

#### E-TICKET SPONSOR - \$1,000

- ▶ Add-on option only to Presenting, Diamond or Gold levels)
- ▶ Your logo on each E-ticket purchased (2020 over 25,000 E-ticket sales)
- ▶ 3 available

\* *Additional on-site engagement days may be purchased at a cost of \$250 per day. One sponsor per day, space limited, while available, no black out dates apply.*



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6 OPPORTUNITIES

## GOLD \$3,000

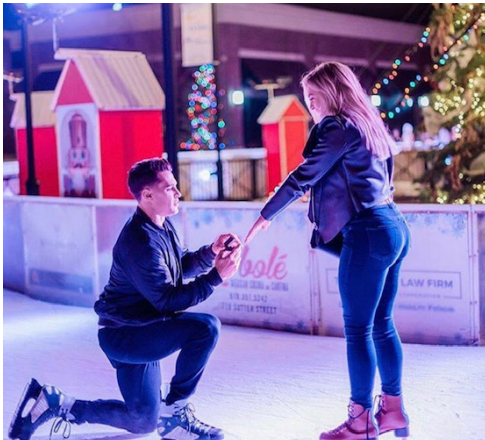
- ▶ 2 company identification panels (37" h x 45" w) placed on rink perimeter
- ▶ Recognition at sponsor appreciation day
- ▶ 1 on-site engagement in 10x10 booth space – sponsor provides own tent, table, chairs\*
  - PA announcements during vendor engagement
- ▶ **Logo** inclusion in all paid advertisements – Style Magazine, Folsom Living, Folsom Lake Entertainer, Sac Bee Ticket, Folsom Telegraph
- ▶ **Logo** inclusion in printed marketing collateral – 10,000 postcards & 200 posters
- ▶ **Logo** placement on event website with hyperlink
- ▶ Social Media Recognition
  - 1 dedicated post
- ▶ 20 complimentary skate passes including skate rental (\$300 value)

OPTION

### E-TICKET SPONSOR - \$1,000

- ▶ Add-on option only to Presenting, Diamond or Gold levels)
- ▶ Your logo on each E-ticket purchased (2020 over 25,000 E-ticket sales)
- ▶ 3 available

\* *Additional on-site engagement days may be purchased at a cost of \$250 per day. One sponsor per day, space limited, while available, no black out dates apply.*



## SILVER \$1,500

- ▶ 2 company identification panels (37" h x 45" w) placed on rink perimeter
  - ▶ Recognition at sponsor appreciation day
  - ▶ 1 on-site engagement in 10x10 booth space – sponsor provides own tent, table, chairs\*
    - PA announcements during vendor engagement
  - ▶ **Logo** inclusion in printed marketing collateral – 10,000 postcards & 200 posters
  - ▶ **Logo** placement on event website with hyperlink
  - ▶ Social Media recognition
  - ▶ 10 complimentary skate passes including skate rental (\$150 value)
- \* *Additional on-site engagement days may be purchased at a cost of \$350 per day. One sponsor per day, space limited, while available, no black out dates apply.*

## BRONZE \$600

- ▶ 1 company identification panels (37" h x 45" w) placed on rink perimeter
- ▶ Website recognition
- ▶ Social Media recognition

\* *Add on option on-site vendor engagement 10x10 booth space – sponsor provides own tent, table, chairs. Cost is \$400 per day, one sponsor per day, black out dates apply*

## SKATE ASSIST \$2,500

(\$1,000 add-on option if Presenting, Diamond or Gold sponsor)

- ▶ 1 available
- ▶ Your logo on all 35 skate helpers



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# 2021-2022 REGISTRATION



FIRST NAME

LAST NAME

EMAIL

CELL

## BUSINESS INFORMATION

COMPANY NAME  ADDRESS

PHONE  WEBSITE  CATEGORY

## PLEASE CHOOSE FROM THE FOLLOWING PACKAGES:

\$10,000 PRESENTING

\$5,000 DIAMOND

\$3000 GOLD

\$1,500 SILVER

\$600 BRONZE

\$2,500 SKATE ASSIST

\$1,000 E-Ticket

\$1,000 E-Ticket

\$1,000 E-Ticket

\$1,000 Skate Assist

\$1,000 Skate Assist

\$1,000 Skate Assist

\_\_\_\_\_ Total

\_\_\_\_\_ Total

\_\_\_\_\_ Total

## PAYMENT INFORMATION

SPONSORSHIP \$  DATE  CHECK #

CREDIT CARD #  EXPIRATION  CVV CODE

NAME ON CARD  BILLING ADDRESS

Signature of Business Representative \_\_\_\_\_ Date \_\_\_\_\_

Make sponsorship checks payable to: Folsom Historic District Association (501(c)6 Non Profit)

Mail checks to:  
FHDA  
PO Box 515  
Folsom, Ca 95630

Historic Folsom Contact:  
Judy Collinsworth  
916.985.7452  
judy@historicfolsom.org

Please note: High resolution artwork (PDF) preferred,  
high resolution logo – ai, eps or PDF.  
Artwork due by 9/20/2021  
to ensure completion by rink opening.



By signing this document, you agree to pay the amount of the selected sponsorship package chosen above. No refunds or reimbursements for sponsorships due to cancellation of event, rain-out of event or any act of god not allowing the event to take place. All sponsorships are non-refundable. Full payment for the Folsom Historic District Ice Rink must be received no later than 30 days prior to event start date or unless otherwise agreed upon in writing by the sponsorship representative of the Folsom Historic District Association.

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