

2023-2024

SPONSORSHIP OPPORTUNITIES



FOLSOM
HISTORIC
DISTRICT **ICE RINK**



FOLSOM HISTORIC DISTRICT ICE RINK | FOLSOMICERINK.COM

KEY INFORMATION

We are pleased to introduce a newly constructed ice ring around the turntable and are thrilled with the upgrades we have planned for the 2023-2024 season. Since 2010, the 7500 square foot circular shaped rink has surrounded the historic train turntable. An entertainment focal point during the holiday season, the Ice Rink is a Folsom tradition. 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

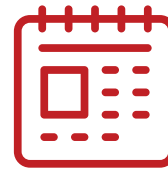
Folsom Historic District Director

916.985.7452 | judy@historicfolsom.org

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



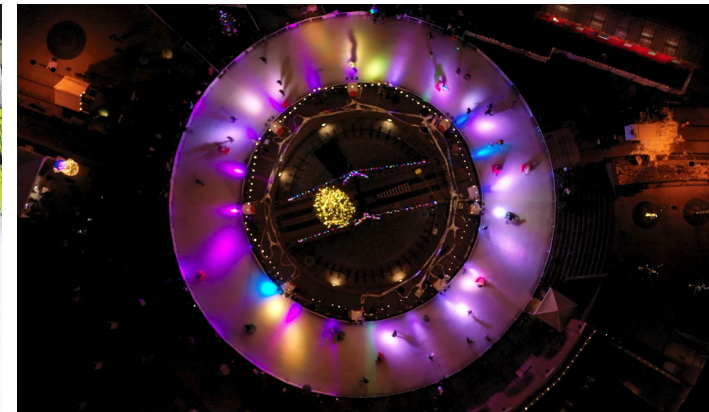
DATE & TIME

The ice rink opens mid November and closes mid January. We are open on Thanksgiving and New Years Day (Closed on Christmas Day)
The rink is open 7 days a week.



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.



KEY HIGHLIGHTS

OPEN
60+
DAYS



BUSIEST DAYS
FRI/SAT/SUN



PEAK WEEKS
**THANKSGIVING
CHRISTMAS
NEW YEARS**

FARMERS
MARKET
**EVERY
WEEKEND**



EVENTS

Small Business Saturday
Community Christmas Tree Lighting
Christmas Craft Fair
Christmas Light Promenade
Santa & Wagon Rides
Special Needs Night with Santa
Movie Night at the Ice Rink

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

10,000
DIRECT MARKETING NEWSLETTER



GREAT VALUE AT EVERY LEVEL!

SPONSORSHIP PACKAGES

| SPONSORSHIP PACKAGES | Presenting \$15,000 <i>(1 available)</i> | PLATINUM \$7,500 <i>(2 available)</i> | GOLD \$3,500 <i>(6 available)</i> | SILVER \$1,750 | BRONZE \$750 | SKATE ASSIST \$500 <i>(2 available)</i> |
|---|--|---|---|-------------------|-----------------|---|
| "Presented by" co-branded logo | Yes | | | | | |
| Street Pole Banners - Ice Rink Plaza | Co-branded Logo | Logo | | | | |
| Signage on ticket booth/Skate Shack | Co-branded Logo | Large Logo | Logo | Logo | | |
| Reserved Fire Pit Experience | Co-branded Logo | Large Logo | Logo | Logo | | |
| E-ticket | Co-branded Logo | Logo | | | | |
| Grand Opening Celebration - Sponsor Recognition Night with Swag Bag | Option to speak | Option to speak | | | | |
| Website Ad Space - sponsor to provide copy | Large Rectangle 336x280 | Med. Rectangle 300x250 | Med. Rectangle 300x250 | | | |
| Logo and Link on Website | Top Level with Hyperlink | Logo with Hyperlink | Logo with Hyperlink | Logo | Name | Name |
| Paid Advertisements | Co-branded Logo | Logo | Logo | Logo | Name | |
| Marketing Collateral: Posters/Postcards | Co-branded Logo | Logo | Logo | Logo | Name | Name |
| Social Media | Co-branded Logo 3 Dedicated Posts | 2 Dedicated Posts | 1 Dedicated Post | Mention | Mention | |
| 10x10 Booth Space - days at the rink | 5 | 3 | 1 | 1 | | |
| Complimentary Skate Passes | 100 | 50 | 20 | 10 | | |
| Logo on Ice Rink and Staff Shirts | | Logo | | | | |



1 OPPORTUNITY

PRESENTING \$15,000

- ▶ “Presented by” ice rink naming rights
- ▶ “Presented by” **co-branded logo** on street pole banners in Ice Rink Plaza
- ▶ Opportunity to speak at sponsor recognition event
- ▶ 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 (Can be one full banner, a series of 2 together or 4 separate)
- ▶ Top level **logo** placement on event website with hyperlink
- ▶ Presented by **co-branded logo** placement on
 - All paid advertisements: Style Magazine, Sac Bee Ticket, Folsom Telegraph, Folsom Times
 - Printed marketing collateral: Postcards & 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 (\$2,000 value)
- ▶ Logo on Ice Rink and staff shirts

NEW ADDITIONS!

- ▶ Street Pole Banners - Ice Rink Plaza
- ▶ **Logo** prominently displayed on ticket booth/Skate Shack
- ▶ **Logo** displayed in the Reserved Fire Pit Experience platform space
- ▶ **Logo** on each E-ticket purchased
- ▶ Grand Opening Celebration - Option to speak at Sponsor Recognition Night
- ▶ **Website Ad Space 336x280**

**High resolution artwork (PDF) preferred, high resolution logo – ai, eps or PDF. Artwork due by Friday September 22, 2023 to ensure inclusion in all marketing elements by rink opening.*

2 OPPORTUNITIES

PLATINUM \$7,500

- ▶ **Logo** on street pole banners in Ice Rink Plaza
- ▶ Opportunity to speak at sponsor recognition event
- ▶ 3 days dedicated sponsor specific promotion
 - PA announcements during on-site days
 - 3 days on-site engagement (10x10 booth: sponsor provides own tent, table and chairs)
- ▶ Premium level **logo** placement on event website with hyperlink
- ▶ **Logo** placement on
 - All paid advertisements: Style Magazine, Sac Bee Ticket, Folsom Telegraph, Folsom Times
 - Printed marketing collateral – Postcards & Posters
- ▶ Social Media recognition
 - 2 dedicated posts
- ▶ 40 complimentary skate passes including skate rental (\$800 value)

NEW ADDITIONS!

- ▶ Street Pole Banners - Ice Rink Plaza
- ▶ **Logo** prominently displayed on ticket booth/Skate Shack
- ▶ **Logo** displayed in the Reserved Fire Pit Experience platform space
- ▶ **Logo** on each E-ticket purchased
- ▶ Grand Opening Celebration - Option to speak at Sponsor Recognition Night
- ▶ **Website Ad Space 300x250**

**High resolution artwork (PDF) preferred, high resolution logo – ai, eps or PDF. Artwork due by Friday September 22, 2023 to ensure inclusion in all marketing elements by rink opening.*



6 OPPORTUNITIES

GOLD \$3,500

- ▶ Company identification signage placed at ice rink area*
- ▶ Recognition at sponsor appreciation event
- ▶ 1 on-site engagement (10x10 booth: sponsor provides own tent, table and chairs)
 - PA announcements during on-site event
- ▶ **Logo** inclusion in all paid advertisements – Style Magazine, Sac Bee Ticket, Folsom Telegraph
- ▶ **Logo** inclusion in printed marketing collateral – Postcards & Posters
- ▶ **Logo** placement on event website with hyperlink
- ▶ Social Media recognition
 - 1 dedicated post
- ▶ 20 complimentary skate passes including skate rental (\$400 value)

NEW ADDITIONS!

- ▶ **Logo** on ticket booth/Skate Shack
- ▶ **Logo** displayed in the Reserved Fire Pit Experience platform space
- ▶ **Website Ad Space 300x250**

**High resolution artwork (PDF) preferred, high resolution logo – ai, eps or PDF. Artwork due by Friday September 22, 2023 to ensure inclusion in all marketing elements by rink opening.*

SILVER \$1,750

- ▶ Company identification signage placed at ice rink area*
- ▶ Recognition at sponsor appreciation event
- ▶ 1 on-site day engagement (10x10 booth: sponsor provides own tent, table and chairs)
 - PA announcements during on-site event
- ▶ **Logo** inclusion in printed marketing collateral – Postcards & Posters
- ▶ **Logo** placement on event website with hyperlink
- ▶ Social Media recognition
- ▶ 10 complimentary skate passes including skate rental (\$200 value)

NEW ADDITIONS!

- ▶ **Logo** on ticket booth/Skate Shack
- ▶ **Logo** displayed in the Reserved Fire Pit Experience platform space

**High resolution artwork (PDF) preferred, high resolution logo – ai, eps or PDF. Artwork due by Friday September 22, 2023 to ensure inclusion in all marketing elements by rink opening.*





BRONZE \$750

- ▶ Company identification signage placed at ice rink area
- ▶ Website recognition
- ▶ Social Media recognition
- ▶ Name inclusion on printed marketing collateral
- ▶ 4 complimentary skate passes including skate rental (\$80 value)

**High resolution artwork (PDF) preferred, high resolution logo – ai, eps or PDF. Artwork due by Friday September 22, 2023 to ensure inclusion in all marketing elements by rink opening.*

SKATE ASSIST \$500

- ▶ 2 available
- ▶ **Logo** on 12 Skate Assist Gliders – highly photographed image
- ▶ Website recognition
- ▶ Name inclusion on printed marketing collateral



2023-2024 REGISTRATION

FIRST NAME LAST NAME
EMAIL CELL

BUSINESS INFORMATION

COMPANY NAME ADDRESS
PHONE WEBSITE CATEGORY

PLEASE CHOOSE FROM THE FOLLOWING PACKAGES:

| | | | |
|--|---|---|--|
| <input type="checkbox"/> \$15,000 PRESENTING (1 Available) | <input type="checkbox"/> \$7,500 PLATINUM (2 Available) | <input type="checkbox"/> \$3,500 GOLD (6 Available) | <input type="checkbox"/> \$1,750 SILVER |
| <input type="checkbox"/> \$750 BRONZE | <input type="checkbox"/> \$500 SKATE ASSIST (2 Available) | | |

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 Friday, September 22, 2023 to ensure inclusion in all marketing elements 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.

2023-2024 ICE RINK PANEL TEMPLATE

All Artwork Due by: Friday, September 22, 2023 (to ensure installation prior to rink opening)
Send completed form and/or artwork to gloriafhda@gmail.com

COMPANY NAME (exactly as you want it listed) _____

CONTACT PERSON _____

WEBSITE _____

MAILING ADDRESS _____

EMAIL _____

PHONE _____

CELL PHONE _____

Please select one. You have the option to provide your own completed artwork or have our team design your signage.

I will provide my own artwork

Unless specifically stated, our graphics team will add a snowflake border to the top and bottom of your custom design to create a cohesive look on the ice rink.

Please create my signage

The elements below are needed to create your signage:

- High Resolution logo (.eps or .ai files AND a PDF file.)
- Website address (optional) _____
- Business Phone (optional) _____
- Text (tag line optional) _____
- Our graphics team will add a snowflake border on the top and bottom of your signage

I approve the signage artwork used last year (only applicable to returning sponsors). Initial _____

Please create a rough draft of your signage. Include the exact text that you want to use.
Place text in the general area that you want it. Sample idea to the right.

