



The Downtown Roseville Ice Rink

Sponsorship Opportunities



Event Highlights

- A first-of-its-kind holiday experience in Downtown Roseville
- Runs December 7, 2025 – January 4, 2026
- Attracting families and visitors from across the region
- Building community and connection
- Creating a festive atmosphere in the heart of the Roseville





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Dear Community Partner,



This holiday season, the Downtown Roseville Partnership is proud to host the inaugural **Downtown Roseville Ice Rink**, *December 7, 2025 to January 4, 2026!* The rink will bring thousands of families, friends, and visitors to the heart of downtown, creating joy, memories, and community spirit.

We are inviting local businesses to join us as sponsors and be part of this exciting new tradition. Sponsorship ensures the opportunity to align your brand with a high visibility event and to build community good will throughout the holiday season.

As a valued sponsor, your business will enjoy exclusive benefits such as family tickets to the rink, banner placement on event fencing, and opportunities for on-site activation or booth space. Sponsors also receive recognition on our website, social media, newsletters, and more. Your support helps us create lasting traditions and spread holiday cheer in the heart of our community.

The event is hosted by the *Downtown Roseville Partnership*, a nonprofit property-based improvement district dedicated to promoting, marketing, and providing services that attract businesses and visitors to our downtown. Learn more at www.godowntownroseville.com.

Please review the sponsorship packages on the next page and contact **Kat Maudru** at **downtownroseville@gmail.com** to secure your sponsorship.



The Downtown Roseville Ice Rink Sponsorship Levels

Festive Frost Sponsor - \$10,000



- Exclusive "Presented by" naming rights for the rink
- Logo prominently displayed on all rink signage and marketing materials
- Recognition in press releases, social media, e-blasts and website
- Banner (30" x 60") hung on event fencing
- Opportunity for on-site activation / booth space
- 25 complimentary skating passes

Sparkling Snowflake Sponsor - \$5,000



- Large logo placement on rink dasher boards
- Logo featured on website and select social media posts
- Banner (30" x 60") hung on event fencing
- Recognition in promotional materials and e-blasts
- 15 complimentary skating passes

Holiday Cheer Sponsor - \$2,500



- Medium logo on rink dasher boards
- Logo on website sponsor page
- Recognition on social media Stories
- Banner (30" x 60") hung on event fencing
- 10 complimentary skating passes

Shining Star Sponsor - \$1,000



- Small logo on rink dasher boards
- Recognition on website sponsor page
- 5 complimentary skating passes

Banner Sponsor - \$500



- Banner (30" x 60") hung on event fencing
- Recognition on website sponsor page