



# *fire & ice!* BRACEBRIDGE

Saturday, January 27th , 2024

9am to 6pm

*SPONSORSHIP OPPORTUNITIES*



*We invite you to join us!*

[www.fireandicebracebridge.com](http://www.fireandicebracebridge.com)

Contact us at [info@fireandicebracebridge.com](mailto:info@fireandicebracebridge.com) / 705 646-5590



## Sponsorship Opportunities

The Fire and Ice Festival is a dynamic one day festival set in the heart of Bracebridge. The festival offers intriguing activities and events that focus around fire and ice components and attracts local and regional visitors. The festival was named one of Ontario's top 100 Festivals and attracted over 15,000 in 2023. Partnering with the Fire and Ice Festival will provide your business an opportunity for brand recognition with a loyal, family centric audience, regional exposure as well as supporting a great community event. This years event will be held on Saturday January 27th 2024 from 9am—6pm.

### **Presenting Sponsor— \$5000 - SOLD OUT**

Sponsorship Recognition Includes;

- Naming Rights— Fire and Ice “Presented by “Your Company Name”
- Logo on Volunteer Toque
- Logo on Ice Sculpture
- Recognition of presenting sponsor on our radio ads
- Logo on all promotional materials
- Logo on main signage at admission booths
- 6 Posts via our Fire and Ice Social Media accounts
- Opportunity for vendor space at festival
- Logo and Link to business webpage on the Fire and Ice Website
- Logo within the Festival map
- 10 Festival toques
- 20 ski tags for admission for your staff or customers

\*\*\* Be a sponsor for the year and be part of our largest summer event Midnight Madness for additional \$500

### **Platinum Sponsor—\$2500 (2 of 4 Available)**

Sponsorship Recognition Includes;

- Logo on Ice Sculpture
- Logo on all promotional materials
- Logo on main signage at admission booths
- 4 Posts via our Fire and Ice Social Media accounts
- Opportunity for vendor space at festival
- Logo and Link to business webpage on the Fire and Ice Website
- Logo within the Festival map
- 5 Festival toques
- 10 ski tags for admission for your staff or customers

### **Gold Sponsor—\$1500 (5 of 8 Available)**

Sponsorship Recognition Includes;

- Logo on main signage at admission booths
- Logo on
- 2 Posts via our Fire and Ice Social Media accounts
- Opportunity for vendor space at festival
- Logo and Link to business webpage on the Fire and Ice Website
- Logo within the Festival map
- 10 ski tags for admission for your staff or customers

### **Silver Sponsor—\$1000 (Multiple Opportunities)**

Sponsorship Recognition Includes;

- Logo at all of our Firepits
- Logo on main signage at admission booths
- 1 Post via our Fire and Ice Social Media accounts
- Opportunity for vendor space at festival
- Logo and Link to business webpage on the Fire and Ice Website
- Logo within the Festival map

### **Bronze Sponsor—\$500 (Multiple Opportunities)**

Sponsorship Recognition Includes;

- Logo on main signage at admission booths
- Opportunity for vendor space at festival
- Logo and Link to business webpage on the Fire and Ice Website

### **Friends of Festival—\$250 (Multiple Opportunities)**

Sponsorship Recognition Includes;

- Logo and Link to business webpage on the Fire and Ice Website

## **OTHER OPPORTUNITIES**

### **Fireworks Sponsor —\$2500 (1 Opportunity)**



Sponsorship Recognition Includes;

- Exclusive signage throughout the festival zone.
- Logo on main signage at admission booths
- 4 Post via our Fire and Ice Social Media accounts
- Opportunity for vendor space at festival
- Logo and Link to business webpage on the Fire and Ice Website
- Opportunity for vendor space at festival

### **Entertainment Sponsor —\$1000 (5 Opportunities)**

Sponsorship Recognition Includes;



- Logo on signage within entertainment zone
- Logo on main signage at admission booths
- Mention of your business within our posts regarding entertainment in our Social Media accounts
- Opportunity for vendor space at festival
- Logo and Link to business webpage on the Fire and Ice Website
- Logo within the Festival map

### **Activity Sponsor— \$500 (Multiple Opportunities based on activities)**

Sponsorship Recognition Includes



- Logo at specific sponsored Activity area
- Logo and link on the Fire and Ice Website
- Provide the festival with volunteers to help cover the activity of your choice—8:30am—6:30pm

### *Kids Carnival Games Sponsor— \$1500*

Sponsorship Recognition Includes

- Logo at specific sponsored Activity area
- Logo and link on the Fire and Ice Website
- Provide the festival with volunteers to help cover the activity of your choice—8:30am—6:30pm

### *Choice Accommodator—\$500*

Top level on our accommodations page on the website, social media post in our social medial campaign.

### *Featured Accommodator—\$150*

Provide a discounted room rate for the weekend of Festival and cross promote the event with your clients. Featured accommodators will be promoted on our website.

If interested in becoming a sponsor and/or hosting an event please contact

## **BECOME A SPONSOR OF OUR SUMMER EVENTS**

**ENJOY THE SUCCESS OF FIRE AND ICE ALL YEAR LONG WITH AN ANNUAL SPONSOR ADD ON OPTION**

THIS ADD ON INCENTIVE LETS YOU PARTICIPATE IN OUR ANNUAL SCHEDULE OF EVENTS TO NAME A FEW

- MIDNIGHT MADNESS / FESTIVAL OF LIGHT / CANADA DAY / FASHION WEEK / SUMMER SIDEWALK SALES

### *Presenting Sponsor—Additional \$1000*

Sponsorship to includes cover

- Recognition of presenting sponsor on our radio ads at the event of your choice.
- Logo on all promotional materials
- Logo on main stage signage and on A Frames throughout the festival
- 6 Posts via our Downtown Bracebridge Social Media accounts
- Opportunity for vendor space at all downtown events
- Logo and Link to business on our BIA webpage

### *Gold Sponsor—Additional \$500 (8 Opportunities)*

Sponsorship to includes at our summer events

- Logo on all promotional materials
- Logo on A Frames signs throughout the summer festival area
- 4 Posts via our Downtown Bracebridge Social Media accounts
- Opportunity for vendor space at all downtown events
- Logo and Link to business on our BIA webpage

### *Silver Sponsor—Additional—\$250 (Multiple Opportunities)*

Sponsorship to includes

- Logo on A Frames signs throughout the summer festival area
- 2 thank you Posts via our Downtown Bracebridge Social Media accounts
- Opportunity for vendor space at all downtown events
- 
- Logo and Link to business on our BIA webpage

If interested in becoming a sponsor and/or hosting an event please contact

**info@fireandicebracebridge.com or call 705 646-5590**





Interested in a different level of Sponsorship or you would like to become Involved in the event please contact us. We are happy to tailor a sponsorship package that suits your business needs and interests. Please contact Tracy Larkman at 705 646-5590 or email: info@fireandicebracebridge.com

### Fire and Ice Sponsorship

- Presenting Sponsor (1 opportunity): \$5000
- Platinum Sponsor ( 4 opportunities): \$2500
- Gold Sponsor ( 8 opportunities): \$1500
- Silver Sponsor (multiple opportunities): \$1000
- Bronze Sponsor (multiple opportunities) \$500
- Friends of Festival (multiple opportunities) \$250
- In-Kind Sponsorship

### Other Opportunities:

- Entertainment (5 opportunities):\$1000
- Fireworks (1 opportunities):\$2500
- Activity (Multiple opportunities): \$500
- Kids Carnival Fun Zone (1opportunity) \$1500
- Choice Accommodator— (Multiple opportunities) \$500
- Featured Accommodator— (Multiple opportunities) \$150

### Become a sponsor all year long—Sponsorship Add-on opportunities

- Presenting Sponsor 1 opportunity): \$1000
- Gold Sponsor ( 8 opportunities : \$500
- Silver Sponsor ( multiple opportunities): \$250

#### CUSTOM PACKAGES ALSO AVAILABLE. PLEASE CONTACT US FOR FURTHER DETAILS

Please contact Tracy Larkman at info@fireandicebracebridge if interested in becoming a sponsor. We will require a high resolution logo in JPEG or .EPS format to be submitted with your completed form. Sponsorship Payments will be accepted via CHQ or CASH only and are **due prior to January , 2022** cheques are to be made payable to

**Bracebridge BIA**  
**P.O. Box 845 35C Manitoba Street , Bracebridge, ON P1L 1V1**  
**705 646-5590 or email info@fireandicebracebridge.com**

Company/Sponsor Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Company Website: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

Facebook Page: \_\_\_\_\_ Instagram: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Email Address: \_\_\_\_\_

Office Phone # \_\_\_\_\_ Cell Number: \_\_\_\_\_