



fire & ice!
BRACEBRIDGE

SPONSORSHIP PROPOSAL



ABOUT THE EVENT



EVENT OVERVIEW

The Bracebridge BIA is thrilled to present the Fire and Ice Festival, a premier winter celebration that draws thousands of visitors to our vibrant downtown and strengthens Muskoka and Ontario's appeal as a top destination. Since its launch in 2016, the festival has grown each year, combining traditional winter fun with innovative attractions that showcase Bracebridge as a leading tourism spot with exceptional entertainment, accommodations, dining, and one-of-a-kind events.

Partnering with the Fire and Ice Festival gives sponsors significant visibility throughout Muskoka and beyond. With a robust marketing plan that engages a broad audience through impactful media and messaging, sponsors enjoy powerful and memorable brand alignment with this celebrated event.



EVENT TIMELINE

Saturday January 25th
9:00am 6:00pm



OUR COMMUNITY

Since the start of the festival we have engaged over 150 community partners, local businesses and community groups. Its their support that has made this event the one of the largest events in Bracebridge. Our partners have been involved in all aspects of the event from sponsorship, in-kind donations and providing on street activities

VOLUNTEERS

We are proud to have a dedicated group of volunteers who consistently step up to make this event a success.

EVENT DETAILS



DOWNTOWN TUBE RUN



ICE SCULPTURES



STREET BUSKERS



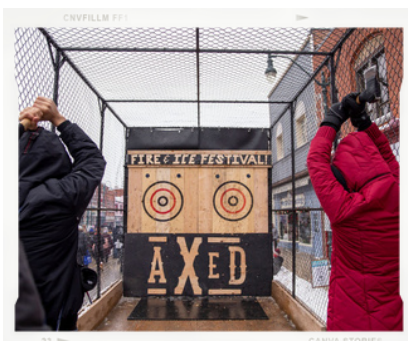
DEMONSTRATIONS



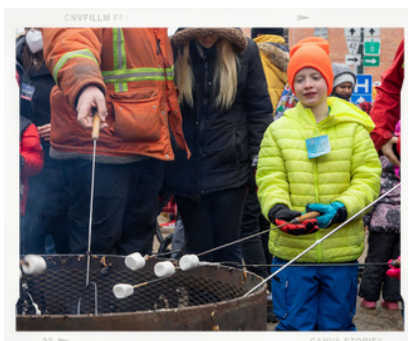
FIREWORKS



INTERACTIVE ACTIVITIES



AXE THROWING



CAMPFIRES



WINTER FUN

SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits	PREMIER (1 Spot) \$5000	PLATINUM (5 Spot) \$2500	GOLD (Multiple) \$1500	SILVER (Multiple) \$1000	BRONZE (Multiple) \$500	Choice Accommodator (1 Spot) \$1000	ACTIVITY (Multiple) Customized	In - Kind
"Presented by "Your Company Name"								
Logo on Volunteer Toque								
Logo on Marketing Material								
Social Media Posts Mentions	6	4	2	1	Group Post	1	1	Group Post
Logo on E-Ticket Ordering Site								
Logo on ticket booth signage								
Logo and Link on Fire and Ice webpage								
LOGO Festival Map								
Logo on Signage in Busker Zone								
Logo on Signage at Kids Activity Zone								
Top Tier of our Accommodations page								
Vendor Space								
Festival Toques	10	5				10		
Admission Passes	20	10	10			10		

Extend the success of Fire and Ice throughout the year with our Annual Sponsor Add-On Option! This exclusive incentive allows you to participate in our full annual schedule of events, including:
Midnight Madness / Festival of Lights / Canada Day Autumn Art Market

TO GET INVOLVED CONTACT: TRACY LARKMAN

INFO@FIREANDICEBRACEBRIDGE.COM

SPONSORSHIP BENEFITS

Multi-Channel Marketing Reach

Our multi-channel marketing approach guarantees that the Fire and Ice Festival message reaches the right audience consistently and effectively. By combining radio, social media, and impactful signage and posters, we maximize our reach and engagement to achieve our sponsorship goals. Sponsors will benefit from widespread exposure across Muskoka and Ontario, connecting with thousands of festival-goers in a targeted and meaningful way.

Dynamic Brand Identity

The Fire and Ice Festival branding combines Muskoka's traditional charm with a contemporary edge, offering sponsors visibility within a recognized and trusted community event. This cohesive branding—including a distinctive logo, eye-catching graphics, and engaging messaging—creates a valuable festival identifier that will resonate with attendees and build brand loyalty.

Valuable Partnerships

The Bracebridge BIA has a long-standing reputation for fostering community partnerships, making the Fire and Ice Festival a strong platform for sponsors to build valuable local and regional connections.

Target Market

The Fire and Ice Festival's primary audience includes families, couples, and high-income individuals, with a geographic reach extending up to 150 km. Our 2024 ticket sales show that 77% were adult tickets (ages 13+), 33% were child tickets (ages 6-12), and 62% were purchased locally. An additional 36% were from over 40 km away, and 2% were from out-of-province attendees.

Media Exposure

Through collaborations with local media, as well as partnerships with accommodation, dining, and retail businesses, our advertising reach expands far beyond our community. We also leverage tourism and community association channels, further enhancing the festival's exposure for our sponsors. Align your brand with the Fire and Ice Festival for a powerful blend of regional reach, community connection, and enduring brand visibility.

2024 DATA

Event Attendance - 12,000

Fire and Ice Website & Social Media

- Website - Unique Users: 91,348
- Social Media Reach: 307,321
- Audience Engagement: 15.9K
- Page Follower: 7.4K

Downtown Bracebridge Website:

- Visitors: 5.3K / Page Views: 9.1K

Explorer's Edge - RTO12

- Landing Page Views: 22,663
- Unique Visitors: 18,764
- Impressions: 1,430,345
- Reach: 3,009,337
- Post Engagement: 20,722
- Clicks: 17,653

Muskoka Tourism

- Social Media Impressions—1,366,899
- Landing Page views— 9864
- Clicks—11,852
- Post Engagement—19,436

BUDGET DETAILS



DESCRIPTION

TOTAL

Marketing Radio, Social Media, Print,	\$10,400
Interactive Activities Downtown Tube Run, Kids Carnival Zone, Axe Throwing,	\$22,100
Entertainment Street Buskers, Lumberjack Show, Fireworks, Characters	\$23,700

LOGISTICS

Venue Maintenance Snow Removal, Garbage Removal, Security	\$5500
Permit requirements Road Closing Costs and Detour Signage	\$4200
Event Logisits Tickets, Volunteers, Rentals	\$9650
Shuttle Bus Shuttle Bus Service	\$5500
Volunteers Training, Toques, Appreciation	\$5950

GRAND TOTAL

\$87,000



Explore Sponsorship Opportunities

If you're interested in a different level of sponsorship or would like to get involved in the event, we'd love to hear from you! We are happy to create a customized sponsorship package that aligns with your business needs and interests.

Fire & Ice Sponsorship Opportunities

- Presenting Sponsor (1 : \$5000
- Platinum Sponsor (5): \$2500
- Gold Sponsor (multiple): \$1500
- Silver Sponsor (multiple: \$1000
- Bronze Sponsor (multiple) \$500
- Choice Accomadator (1) \$1000
- Activity (multiple) Customized
- In-Kind Sponsorship

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

- Presenting Sponsor - Canada Day (\$1000)
- Presenting Sponsor - Midnight Madness (\$1000)
- Presenting Sponsor - Autumn Art Market (\$500)
- Presenting Sponsor - Festival of the Lights (\$500)

What we need from you

We will require a high resolution logo in JPEG or .EPS format to be submitted with your completed form. We will also require your webpage and social media details.

Sponsorship Payments

We can accept CHQ or CASH only and are due prior to January 10th , 2025
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 Name: _____

Mailing Address: _____

Contact Name: _____ Telephone: _____

Email: _____

Website: _____ Facebook: _____

Instagram: _____



fire & ice!
BRACEBRIDGE

THANK YOU

CONTACT US

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