



SPONSORSHIP OPPORTUNITIES



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 31st
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 fortunate to have a committed group of volunteers whose enthusiasm and hard work help bring this event to life.

EVENT DETAILS



DOWNTOWN TUBE RUN



ICE SCULPTURES



STREET BUSKERS



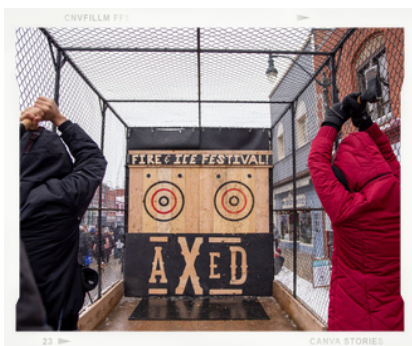
DEMONSTRATIONS



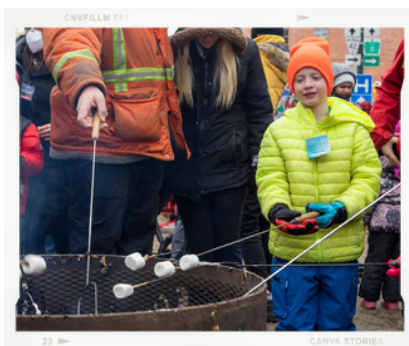
FIREWORKS



INTERACTIVE ACTIVITIES



AXE THROWING



CAMPFIRES



WINTER FUN

SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits	PREMIER (1 Spot) \$6000	TUBE RUN (1 spot) \$5000	GOLD (Multiple) \$3000	SILVER (Multiple) \$2000	BRONZE (Multiple) \$1000	Choice Accommodator (Multiple) \$1000	Friend of Fire & Ice (Multiple) \$500
Proudly sponsored by "Your Company Name"	*						
Logo on Volunteer Toque	*						
Logo on Admission Pass		*					
Logo on Marketing Material	*	*	*				
Dedicated social medial recongnition	*	*					
Logo at Ticket Booths sign placement based on sponsorship level	*	*	*	*	*	*	*
Social Media recognition on related channels			*	*	*	*	*
Logo on Webpage location based on sponsorship level	*	*	*	*	*	*	*
Specific logo placement on Sign(s) for event and activity area(s)		*	*	*	*		
Vendor Space	*	*	*	*	*	*	
Festival Toques	10	10	5				
Admission Passes	20	20	10	5			

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 BENIFITS

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.

2025 DATA

Event Attendance - 10,500

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,	\$11,550
Interactive Activities Downtown Tube Run, Kids Carnival Zone, Axe Throwing,	\$12,000
Entertainment Street Buskers, Lumberjack Show, Fireworks, Characters	\$22,700
LOGISTICS	
Venue Maintenance Snow Removal, Garbage Removal, Security	\$5000
Permit requirements Road Closing Costs and Detour Signage	\$3900
Event Logisits Tickets, Volunteers, Rentals	\$12,550
Shuttle Bus Shuttle Bus Service	\$6800
Volunteers Training, Toques, Appreciation	\$5500
GRAND TOTAL	\$80,000



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

SOLD OUT

Premier Sponsor (1) : \$6000

SOLD OUT

Tube Run Sponsor (1) \$5000

- ☐ Gold Sponsor (multiple): \$3000
- ☐ Silver Sponsor (multiple: \$2000
- ☐ Bronze Sponsor (multiple) \$1000
- ☐ Friend of Festival (multiple) \$500
- ☐ Choice Accommodator (Multiple) \$1000
- ☐ Activity (multiple) Customized

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 , 2026
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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