



# *fire & ice!* BRACEBRIDGE

Saturday, January 29th , 2022

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. Prior to Covid-19 the festival was named one of Ontario's top 100 Festivals. Our community is looking forward to bringing back this amazing event on January 29th, 2022 from 9am—6pm. 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.

### *Presenting Sponsor— \$5000 (1 Opportunity)*

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

### *Platinum Sponsor—\$2500 (4 Opportunities)*

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 (8 Opportunities)*

Sponsorship Recognition Includes;

- Logo on signage within Memorial Park
- Logo on main signage at admission booths
- 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**

### *Entertainment Sponsor —\$1000 (3 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

### *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 and will be mentioned in our social media campaigns.

### *In-Kind Festival Sponsor*

In Kind Sponsorships are needed include for many of the event amenities which include wood for the fire pits, fire pit enclosures, tents, generators, lights and much more.

Sponsorship Recognition Includes

- Logo and Link to business webpage on the Fire and Ice Website
- Tiered logo placement on main festival signage located at admission booths

If interested in becoming a sponsor and/or hosting an event please contact  
**705 646-5590 or Email: [info@fireandicebracebridge.com](mailto:info@fireandicebracebridge.com)**



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](mailto:info@fireandicebracebridge.com)

## Sponsorship Commitment

- ☐ 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 (3 opportunities):\$1000
- ☐ Activity (Multiple opportunities): \$500
- ☐ Kids Carnival Fun Zone (10 opportunities) \$250
- ☐ Featured Accommodator— (Multiple opportunities) \$150

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

Please contact Tracy Larkman at [info@fireandicebracebridge.com](mailto:info@fireandicebracebridge.com) 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 14th, 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](mailto: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: \_\_\_\_\_