



# fire & ice!

## FESTIVAL

downtown bracebridge

Saturday, January 25th, 2020

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

This January 25th 2020, from 9am to 6pm the community of Bracebridge will be coming together to celebrate the 5th annual Fire and Ice Festival. The event attracted over 12,000 visitors to the downtown core in 2019. It offers intriguing activities and events that focus around fire and ice components. This year the fire features will include a fire artist, fireworks and fire pits throughout the downtown core. The ice features will be represented by a downtown tube run, ice sculptures, interactive ice displays and ice skating at the new winter village in Memorial Park.

Partnering with the Fire and Ice provides 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;

- Logo in all promotion materials regarding the Fire and Ice Festival
- Large premium logo placement at each button booth
- Opportunity for booth to promote business in a premium location
- Front Page Large center logo placement on front page of festival program
- Business recognition in each post done thru our social media campaign which targets local community, GTA and Central Ontario (commencing November 2019)
- Recognition through radio ads coverage within the Muskoka region & GTA
- Business recognition within all media releases
- Recognition on Festival Website with logo and link to your website till August 2020.
- Business recognition in press releases.
- On-Street display in prominent location within the Festival.
- Opportunity to place business provided banner's in key areas on the street.
- Logo on ice sculpture that is being carved during the event.
- 10 Fire and Ice Souvenir Toques
- 40 Ski Tags for admission for your staff and customers to use

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

Sponsorship Recognition Includes;

- A Listing with Logo within the Fire and Ice Website.
- Front page medium size logo placement on festival program.
- Logo recognition on Fire and Ice Posters.
- Logo on Festival Map/Event schedule signage located at admission booths
- Business recognition within in social media platforms, targeting local community, GTA and Central Ontario (commencing November 2019).
- Logo on ice sculpture that that is displayed in memorial park.
- Recognition on the on Festival Website with logo and link to your website till August 2020.
- Opportunity to place a business provided banner's within a key area of the street.
- On-Street display in prominent location within the Festival.
- 10 Fire and Ice Souvenir Toques.
- Includes 20 admission ski tags for your staff and customers use.

### ***Gold Sponsor—\$1500 (8 Opportunities)***

Sponsorship Recognition Includes;

- Logo on back page of Festival Program and on signage located at admission booths
- Logo on banners located on the Bandshell in the Memorial Park Winter Village.
- Opportunity for an on-street display at the Festival.
- Logo in all promotion materials regarding the Fire and Ice Festival
- Business recognition within our social media platforms, targeting local community, GTA and Central Ontario (commencing November 2019)
- Recognized on Festival Website with logo and link to your website till August 2020
- On-Street display in prominent location within the Festival
- Opportunity to place business provided banner's in key areas on the street
- 5 Fire and Ice Souvenir Toques
- 20 Ski Tags for admission for your staff and customers to use

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

Sponsorship Recognition Includes

- Signage at the Fire Pits
- Logo and link on the Fire and Ice Website
- Opportunity for an on-street display at the Festival
- Small Logo on printed program
- Logo placement at admission booth signage

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

Sponsorship Recognition Includes

- A mention on the Fire and Ice Website
- Recognition on admission booth signage

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

Sponsorship Recognition Includes

- Recognition on the Fire and Ice Website

## ***OTHER OPPORTUNITIES***

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

Sponsorship Recognition Includes

- Logo at your sponsored entertainment zone.
- Logo Recognition at admission booths
- Medium logo on printed program
- Logo and link on the Fire and Ice Website

### ***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 Sponsor—\$250 (8 Opportunities)***

Sponsorship Recognition Includes

- Logo at one of the kid carnival booths
- Logo and link on the Fire and Ice Website
- Provide the festival volunteers between 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.

**CUSTOM PACKAGES ALSO AVAILABLE PLEASE CONTACT THE FIRE AND ICE OFFICE—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 Opportunity): \$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 9th, 2019

Cheques are to be made payable to

**Bracebridge BIA**

**P.O. Box 845 35C Manitoba Street , Bracebridge, ON P1L 1J2**

**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: \_\_\_\_\_