



fire & ice!

BRACEBRIDGE

Saturday, January 25th , 2025

9am to 6pm

SPONSORSHIP OPPORTUNITIES



We invite you to join us!

www.fireandicebracebridge.com

Contact us at 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 averages 12,000 visitors each year. 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 25th 2024 from 9am—6pm.

Presenting Sponsor— \$5000

Sponsorship Recognition Includes;

- Naming Rights— Fire and Ice “Presented by “Your Company Name”
- Logo on Volunteer Toque
- 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 on our e-ticket service
- 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 (1 of 4 Available)

Sponsorship Recognition Includes;

- 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—\$1000

- Top level on our accommodations page on our website,
- 2 Featured social media posts.
- Event Swag for guests—20 festival toques and 20 event passes for your guests rooms.
(If you require additional toques cost—\$20 per hat)

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 / AUTUMN ART MARKET

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.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 , 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: _____