



GET YOUR SKATE ON!

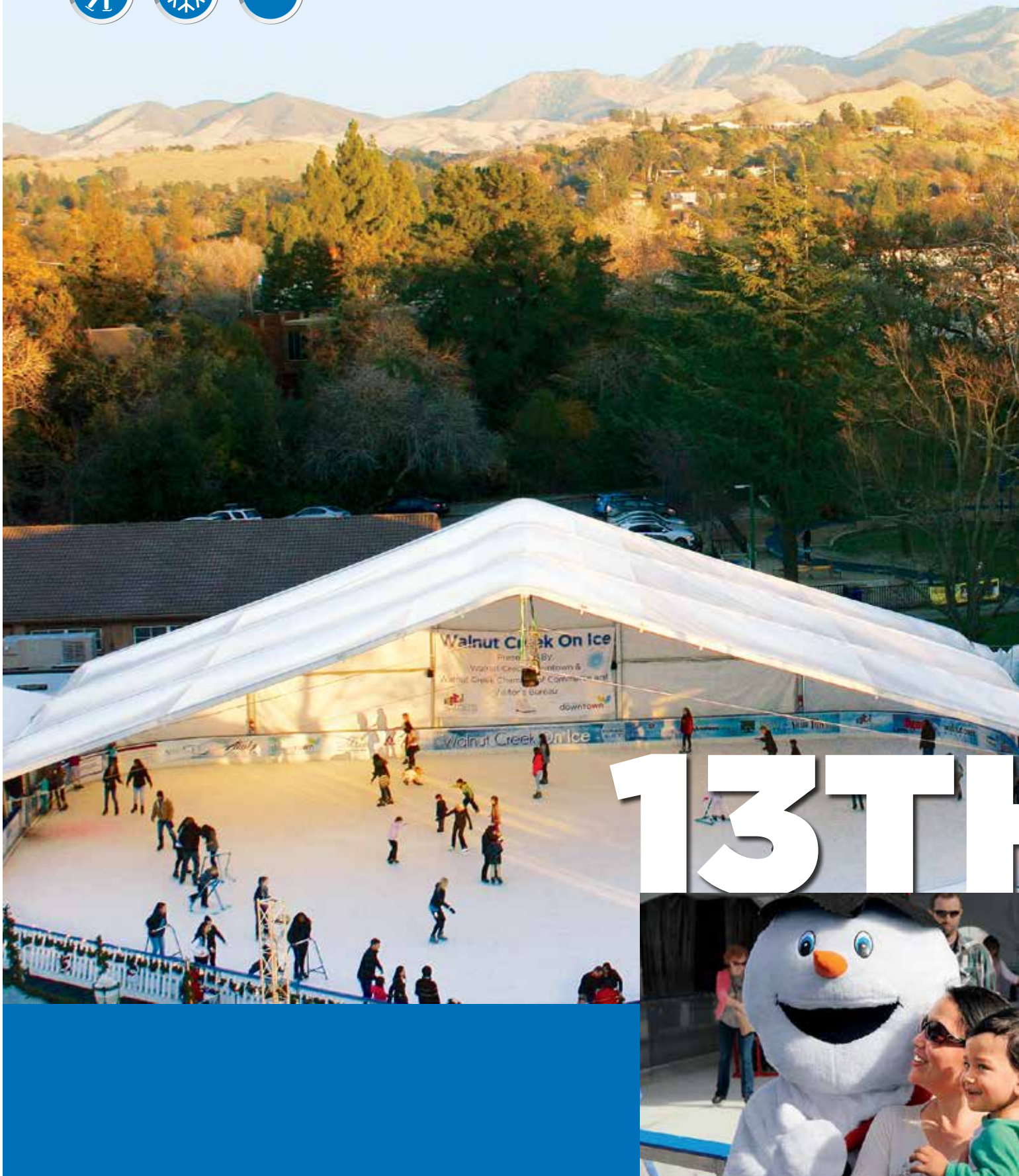


WALNUT CREEK CHAMBER OF COMMERCE & VISITORS BUREAU
AND WALNUT CREEK DOWNTOWN PRESENT

Holiday Outdoor Ice Rink in Civic Park

11.10.17 – 1.15.18

f t i www.iceskatewalnutcreek.com



NOVEMBER 10, 2017–JANUARY 15, 2018



THE CONCEPT

The Walnut Creek Chamber of Commerce & Visitors Bureau and Walnut Creek Downtown are teaming up to produce a community holiday tradition, Walnut Creek on Ice (WCOI). **Join us in celebrating our thirteenth season beginning November 10, 2017.**

WCOI is fun for the family and an excellent opportunity for corporate events, private get-togethers, employee appreciation events, and birthday parties.

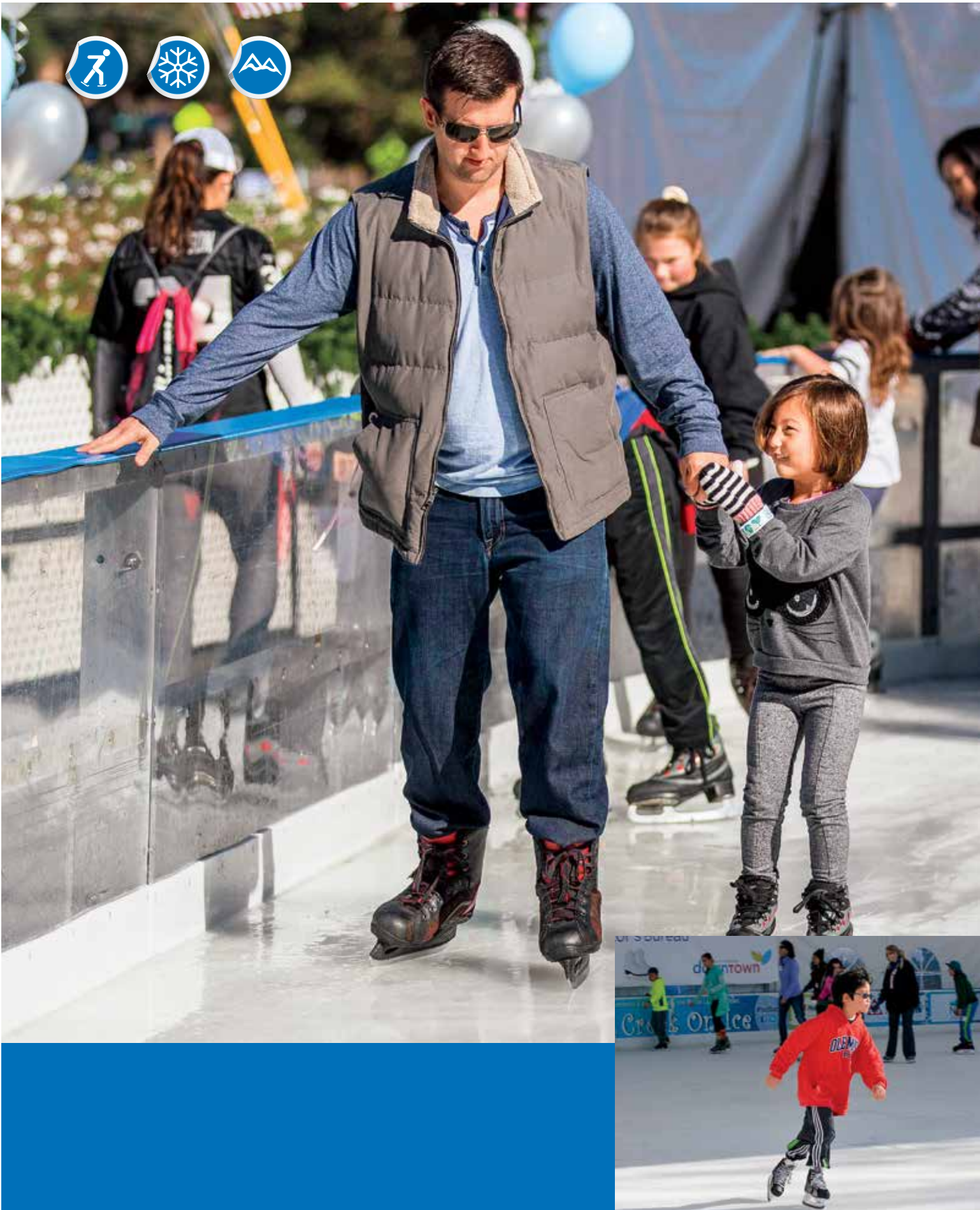
THE BENEFITS

Each 9-week season attracts more than 42,000 skaters plus over 100,000 spectators to Walnut Creek's Civic Park. More than 85,000 vehicles per day pass through the intersection of North Broadway and Civic Drive providing extraordinary exposure to sponsoring businesses such as yours. In addition, a multimedia marketing program that runs from October through January provides even more valuable exposure for sponsors.

Sponsors also enjoy an array of additional benefits such as complimentary or discounted tickets, private party opportunities, on-site acknowledgements, signage and much more. Your sponsorship helps support this popular tradition which provides a valuable array of marketing opportunities.

H SEASON







THE LOCATION

Walnut Creek's Civic Park becomes a charming winter wonderland with twinkling lights, seasonal decorations, an occasional snow flurry and dramatic festive tenting. Walnut Creek on Ice is one of California's largest outdoor skating rinks boasting an action packed 80' x 100' facility.

THE TIMELINE

Walnut Creek on Ice will open on November 10, hosts the Children's Winter Festival on November 11 as the first of numerous special events throughout the season, and closes on January 15. The rink is open 7 days a week, including holidays. Exact times and dates can be found on the official skating website at: **walnutcreekonice.com**.

HAVING A HOLIDAY PARTY?

Company Party, Holiday Party, End-of-Year Party are the coolest at Walnut Creek On Ice! Our event staff will assist with all your plans for food and beverage, reserved tables, and skate distribution.

THE APPEAL

Outdoor skating in downtown Walnut Creek is fun and it makes economic sense as this delightful community tradition attracts skaters and visitors from throughout the region. As a sponsor, you are recognized as a special supporter of this exciting event that is enjoyed by so many people.

STAY LOCAL

Walnut Creek On Ice provides a wonderful gathering place for families, especially those with relatives visiting from outside our community. After a brisk skating party why not stroll through downtown Walnut Creek to your favorite shops and restaurants? Keeping business local helps everyone.

Do you work in Walnut Creek? What are you doing for lunch? How about taking a few spins around the rink to burn off a few calories before getting a bite to eat? Good health, good times and good fun are combined at Walnut Creek On Ice.



BE SEEN AT THE COOLEST PLACE IN THE EAST BAY

Walnut Creek On Ice is marketed in many ways, such as television, movie theatres, radio, print media, digital media, and rink dasher boards for 9 weeks!

The ice rink will open its doors on November 10, 2017 and continue daily through January 15, 2018.

With it comes outstanding benefits and opportunities for your brand and company.

An anticipated 42,000+ skaters and thousands more onlookers, guests, and families, will visit the outdoor ice rink in Walnut Creek. This 9-week extravaganza, organized by the Walnut Creek Chamber of Commerce & Visitors Bureau and Walnut Creek Downtown, offers unrivaled partnering opportunities that will put your brand name in front of a highly lucrative market, at the time of year when exposure is most easily turned into sales.

SPONSORSHIP OPPORTUNITIES	Presenting Sponsor \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Dasher Board \$2,500	Half Dasher Board \$1,500	Snowflake \$1,000	Toboggan \$500	Media Partners \$5,000 value min.
ALL ADVERTISING INCLUSION—print and digital ads/radio television press releases/web page/posters/ flyers**	●								
BANNER AT THE ICE RINK—large banner with your company name/logo prominently displayed	●								
BART ADVERTISING**	●								
CINEMA ADS	●	●							
LOGO PLACED ON THE ZAMBONI—(60+ days)	●	●							
RADIO & TELEVISION MENTIONS—subject to availability**	●	●							
PRIVATE PARTY DAY—no rink rental charge (2-hours)	●	●							
REGULAR SPONSOR PA ANNOUNCEMENTS	●	●	●						
SPONSOR PROMOTIONAL MATERIALS ALLOWED***	●	●	●						●
MARKETING INCLUSION—print and digital ads/posters/flyers/web page/ eNewsletter**	●	●	●	●					●
DASHER BOARD—company logo ice rink area (60+ days)*	●	●	●	●	●	●			●
LOGO ON ICE RINK WEBSITE WITH LINK TO YOUR SITE—1 year	●	●	●	●	●	●	●	●	●
ACKNOWLEDGEMENT AT GRAND OPENING FESTIVAL	●	●	●	●	●	●	●		●
LAMINATED SNOWFLAKE—displayed on sponsor banner							●		
COMPANY NAME LISTED—on sponsor banner								●	
COMPLIMENTARY TICKETS	40	30	25	15	8	8	4	2	

* Due to the nature and placement of decal advertising/dasher boards, said ad may be damaged by a variety of sources. The committee will replace damaged decals throughout the season to ensure all logos and contact information are legible and ad is displayed as intended. There is a minimum of a 3 day lead time to re-order, print and re-install damaged dasher board advertisements.

**Print ads, posters, postcards, BART ads, radio/television, and cinema ads are all subject to deadlines and availability.

***Sponsor Promotional Materials appropriate for Ice Rink.

WALNUT CREEK ON ICE SPONSOR PROGRAM AGREEMENT



CONTACT INFORMATION

SPONSOR NAME

PRIMARY CONTACT

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL ADDRESS

WEBSITE

SIGNATURE

By signing this document sponsor shall pay Walnut Creek On Ice (WCOI) the appropriate sponsorship fee noted to the right in exchange for the corresponding promotional considerations described in the Sponsorship Program Benefits and Fulfillment Sheet.

The sponsor will provide items, such as hi-resolution logo and website link information, in a timely fashion as required for specific print, cinema, and other media deadlines. *Subject to availability.*



SPONSORSHIP LEVEL

- ☐ PRESENTING SPONSOR (UNDERWRITING)
\$20,000
- ☐ PLATINUM SPONSOR
\$15,000
- ☐ GOLD SPONSOR
\$10,000
- ☐ SILVER SPONSOR
\$5,000
- ☐ DASHER BOARD SPONSOR
\$2,500
- ☐ HALF DASHER BOARD SPONSOR
\$1,500
- ☐ SNOWFLAKE SPONSOR
\$1,000
- ☐ TOBOGGAN SPONSOR
\$500
- ☐ MEDIA SPONSORSHIP
\$5,000 VALUE MIN.

PLEASE CIRCLE:

TELEVISION

CABLE

NEWSPAPER

MAGAZINE

RADIO

OUTDOOR



PAYMENT INFORMATION

- ☐ I HAVE ENCLOSED A CHECK MADE PAYABLE TO
WALNUT CREEK ON ICE

CARD NUMBER

- ☐ PLEASE CHARGE MY CREDIT CARD:

CARD SECURITY CODE

☐ MASTERCARD

☐ VISA

☐ AMEX

EXPIRATION DATE

PAYMENT TERMS: Payment is due upon signing and made payable to WALNUT CREEK ON ICE.

CARDHOLDER SIGNATURE

For questions, call the Chamber at (925) 934-2007 or Walnut Creek Downtown at (925) 933-6778

Fax this document with payment to:
Walnut Creek Chamber of Commerce
& Visitors Bureau
attention: Marilyn Schmidt
(925) 934-2404

Or, mail this document with payment to:
1280 Civic Drive, Suite 100
Walnut Creek, CA 94596



THANK YOU TO OUR SPONSORS FOR SUPPORTING THE 2016 - 2017 SEASON OF WALNUT CREEK ON ICE

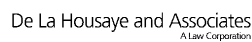
BROUGHT TO YOU BY:



PLATINUM SPONSOR



DASHER BOARD SPONSORS



SNOWFLAKE/TOBOGGAN SPONSORS



PRESENTING SPONSOR:



MEDIA SPONSORS



CHILDREN'S WINTER FESTIVAL SPONSOR



CONTRIBUTING SPONSORS

