

KNICKERBOCKER ICE FESTIVAL

January 28-29, 2012



The Knickerbocker Ice Festival is a celebration of the history of the ice industry at Rockland Lake State Park. It brings to life the vibrant history, arts and culture of Rockland County and the Lower Hudson Valley.



Goals

- Increase attendance to 30,000
- Gain visibility for Rockland County
- Support sponsors & local businesses
- Build community spirit
- Extend the community
- Promote sustainability



Statistics

- 2007-2008: fewer than 1000
- 2009: nearly 15,000
- 2010: over 22,000
- 2011: over 25,000



Sponsorship Benefits

- Unique and memorable branding
- Public relations opportunities
- Aggressive promotional period
- Exposure: Over 3.5 million impressions
- Exposure to over 25,000 visitors onsite
- Networking with event sponsors
- Onsite promotional opportunities
- Distribution of company literature
- Couponing and special offers



Knickerbocker Ice Festival, Inc is a not-for-profit corporation
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Sponsorship Opportunities

Festival Sponsor.....\$10,000

- High-Visibility banners onsite at the Festival
- Full-page ad in Festival Program
- Agenda sponsor: logo on agenda – on the website and in the printed program
- Named as Festival Sponsor in all email blasts (approx 12) to a regional audience of 250,000
- 10 vinyl banners to display at company offices or branch locations
- Named in press release as Festival sponsor, released on the PR Newswire
- Listed on Ice Festival website (Home Page) – with logo/link
- Exhibit space (non-revenue) at Festival

Ice Invitational Sponsor.....\$7,500

- High-visibility signage at multiple competitions: over 20 sculptors in three different locations
- Half-page ad in Festival Program
- Listed as key sponsor in all email blasts (approximately 12) to a regional audience of 400,000
- Named in press release as invitational sponsor, released on the PR Newswire
- Listed on Ice Festival website (Home Page) – with logo/link
- Table space (non-revenue) at Festival

Category Sponsor.....\$5000

- High-visibility signage at Category venue
 - Knickerbocker Centerpiece Sculpture
 - Expanded KIDZ Ice Park
 - Knick's Golf Club
 - History Walking Tour
 - Knickerbocker Ice Gallery
 - Bonfire Event and Campfires
 - Cool Moves Entertainment
 - NY Sports Club Workout
 - Taste of Appalachia Hike
- Half-page ad in Festival Program
- Listed on Ice Festival website(Home Page) – with logo/link
- Listed as key sponsor in all email blasts (approximately 12) to a regional audience of 250,000
- Named as sponsor in all event press releases
- Table space (non-revenue) at Festival

Hospitality Sponsor.....\$1,500

- Listed on website as "Preferred Hotels" or "Preferred Restaurants" with link to website
- Quarter-page ad in Festival Program

Custom Sponsor.....TBD

- The Knickerbocker Ice Festival will work with you on a custom package

Festival Patron.....\$500

- Listed in Festival Program and on Ice Festival website

Festival Supporter.....\$100

- Listed on Ice Festival website