

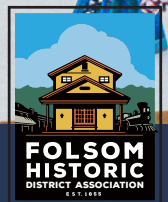


FOLSOM HISTORIC DISTRICT ICE RINK

2025 SPONSORSHIP OPPORTUNITIES



FOLSOM HISTORIC DISTRICT ICE RINK | [FOLSOMICERINK.COM](https://folsomicerink.com)



BECOME A SPONSOR

Since 2010, this charming 7,500 square foot circular rink has been the heart of our holiday celebrations, making it a cherished Folsom tradition. Open for over 70 days of icy fun, the ice rink welcomes more than 30,000 enthusiastic skaters and draws in over 200,000 visitors to our Historic District each year

Our Historic District Ice Rink isn't just about skating; it's a fantastic venue for corporate events, private gatherings, employee appreciation days, and birthday celebrations. Join us for a season filled with joy and laughter—let's make some magic on the ice together!

Show your support for the Folsom Historic District Ice Rink and become a key contributor to this wonderful celebration of winter. Contact us today to learn more about sponsorship opportunities and how you can make a difference in our community.



CONTACT

Gloria Cunningham

Sponsorship & Community Engagement Coordinator
(916) 985-7452 | Gloria@historicfolsom.org

VISITORS 200,000

30,000 PARTICIPANTS



OPENS MID NOVEMBER
CLOSES MID JANUARY

BENEFITS

Extensive Exposure: Reach 30,000 event participants and over 200,000 visitors to the Historic District.

Long-Term Visibility: Your brand will be prominently displayed at the rink for more than 70 days.

Community Engagement: Showcase your commitment to supporting local initiatives and enhancing the community experience.

Direct Marketing Opportunities: Connect with potential customers through in-person, face-to-face interactions.



FOLSOM HISTORIC DISTRICT ICE RINK | FOLSOMICERINK.COM



KEY HIGHLIGHTS

OPEN
70+
DAYS



BUSIEST DAYS
FRI/SAT/SUN



PEAK THANKSGIVING
WEEKS CHRISTMAS
NEW YEARS

FARMERS
MARKET
**EVERY
WEEKEND**



EVENTS

Small Business Saturday
Community Christmas Tree Lighting
Christmas Craft Fair
Christmas Light Promenade
Santa & Wagon Rides
Special Needs Night with Santa
Santa's Cottage Events

VISITORS | **30,000**
200,000 | PARTICIPANTS
THROUGHOUT THE SEASON



**SOCIAL MEDIA
REACH**

470,000
IMPRESSIONS



98,000 SOCIAL MEDIA VISITS
74,000 WEBSITE VIEWS



TELEVISION EXPOSURE GOOD DAY SAC, CBS 13,
FOX 40, KCRA 3, ABC 10

13,000 DIRECT MARKETING
NEWSLETTER

SPONSORSHIP PACKAGES

| SPONSORSHIP PACKAGES | Presenting \$30,000 | Premiere \$20,000 | Diamond \$15,000 | Platinum \$7,500 | Gold \$3,500 | Silver \$1,750 | Skate Shack SOLD | Christmas Tree Grove \$1,000 | Skate Buddies SOLD | Bronze \$750 |
|--|-------------------------|-------------------------|------------------------|------------------------------|------------------------------|-------------------|----------------------------|---------------------------------|------------------------------|--------------------|
| "Presented by" Co-branding | Yes | | | | | | | | | |
| Co-branded Logo on on-site signage | Yes | | | | | | | | | |
| Logo on Zamboni | Yes | Yes | | | | | | | | |
| PA Announcement | Daily | Yes | Yes | Yes | | | | | | |
| Logo on Ice | Yes | | | | | | | | | |
| Logo on e-tickets | Primary | Secondary | | | | | | | | |
| Logo on Entry Trusses | Yes | Yes | Yes | Yes | Yes | | | | | |
| Complimentary Skate Passes | 200 | 125 | 75 | 40 | 20 | 10 | 8 | 4 | 4 | 4 |
| Logo Banner on-site signage | 6'x12' Premium Location | 6'x10' Premium Location | 6'x8' Premium Location | 6'x5' Reserved Fire Pit Area | 5'x3' Reserved Fire Pit Area | 3'x3' Skate Deck | 3'x3' Skate Shack | Signage in Tree Grove | Logo on 10 Skate Buddies | 2'x2.5' Skate Deck |
| Logo Street Pole Banners | 9 | 4 | 2 | | | | | | | |
| Logo on Staff Shirts | Yes | Yes | Yes | | | | | | | |
| On-site Activation Days | 5 | 3 | 2 | 1 | | | | | | |
| Sponsor Appreciation Night | Speaking Option | Speaking Option | Speaking Option | Speaking Option | Recognition | Recognition | Recognition | Recognition | Recognition | Recognition |
| eNewsletter Sponsor Spotlight | Yes | Yes | Yes | | | | | | | |
| Paid Advertising | Logo | Logo | Logo | Yes | Logo | Logo | | | | |
| Marketing Collateral (posters and postcards) | Logo | Logo | Logo | Logo | Logo | Logo | | | | |
| Logo on Website | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Social Media Mentions | Yes | Yes | Yes | Yes | Yes | Yes | | | | |

1 OPPORTUNITY

PRESENTING \$30,000

Customized benefits per mutual agreement

- ▶ Exclusive listing as the Presenting Sponsor
- ▶ “Presented by” company logo on all printed marketing collateral, on-site signage, and paid advertising
 - Folsom Historic District Ice Rink Presented by “your logo”
- ▶ Logo placed under the ice
- ▶ Logo on 5 Street Pole Banners around the Interior of the rink – exclusive to Presenting Sponsor
- ▶ Logo on 4 Street Pole Banners in Ice Rink Plaza – recognizing “Presenting” status
- ▶ **New** Logo on Ice Rink Entrance Truss Banners
- ▶ Logo on skate staff shirts – recognizing “Presenting” status
- ▶ Logo on each E-ticket purchased
- ▶ Logo on Zamboni
- ▶ Top Level Logo placement on the event website recognizing “Presenting” status
- ▶ 6’x12’ Logo Banner placed in Premium location inside ticketed area recognizing “Presenting” status
- ▶ Daily PA recognition every session throughout the season acknowledging you as the Presenting Sponsor
- ▶ Scripted PA Announcements during On-site engagement days
- ▶ 5 on-site engagement days, space provided, dates to be mutually agreed upon
 - Sponsor to provide all necessary materials, including tables, tents, chairs, electrical
 - Sponsor to provide script for PA announcement
- ▶ 200 Complimentary skate passes, including skate rental (\$4,000 value)
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
 - Group ticket use scheduled through Event Coordinator
- ▶ Special VIP experience for four on the evening of Historic Folsom’s Tree Lighting Ceremony (over 8k visitors in attendance)
- ▶ **New** eNewsletter Sponsor Spotlight
- ▶ Social Media mentions
- ▶ Opportunity to speak at Sponsor Appreciation Night

LIMITED AVAILABILITY

PREMIER \$20,000

Customized benefits per mutual agreement

- ▶ Logo listed as Premier sponsor on all printed marketing collateral, including paid advertising
- ▶ Logo on 4 street pole banners in Ice Rink plaza
- ▶ **New** Logo on Ice Rink Entrance Truss Banners
- ▶ Logo on skate staff shirts
- ▶ Logo on each E-ticket purchased
- ▶ Logo on Zamboni
- ▶ High-level logo placement on the event website recognizing Premier status
- ▶ 6’x10’ Logo banner placed in Premium location inside ticketed area recognizing “Premier” status
- ▶ Scripted PA Announcements during On-site engagement days
- ▶ 3 on-site engagement days, space provided, dates to be mutually agreed upon
 - Sponsor to provide all necessary materials, including tables, tents, chairs, electrical
 - Sponsor to provide script for PA announcement
- ▶ 125 complimentary skate passes, including skate rental (\$2,500 value)
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
 - Group ticket use scheduled through Event Coordinator
- ▶ **New** eNewsletter Sponsor Spotlight
- ▶ Social Media Mentions
- ▶ Opportunity to speak at Sponsor Appreciation Night



LIMITED AVAILABILITY

DIAMOND \$15,000

Customized benefits per mutual agreement

- ▶ Logo listed as Diamond sponsor on all printed marketing collateral, including paid advertising
- ▶ Logo on 2 street pole banners in Ice Rink plaza
- ▶ **New** Logo on Ice Rink Entrance Truss Banners
- ▶ Logo on skate staff shirts
- ▶ High-level logo placement on the event website recognizing Diamond status
- ▶ 6'x8' Logo banner placed in Premium location inside ticketed area recognizing "Diamond" status
- ▶ Scripted PA Announcements during On-site engagement days
- ▶ 2 on-site engagement days, space provided. Dates to be mutually agreed upon
 - Sponsor to provide all necessary materials, including tables, tents, chairs, electrical
 - Sponsor to provide script for PA announcement
- ▶ 75 complimentary skate passes, including skate rental (\$1,500 value)
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
 - Group ticket use scheduled through Event Coordinator
- ▶ **New** eNewsletter Sponsor Spotlight
- ▶ Social Media Mentions
- ▶ Opportunity to speak at Sponsor Appreciation Night

LIMITED AVAILABILITY

PLATINUM \$7,500

Customized benefits per mutual agreement

- ▶ Logo listed as Platinum sponsor on all printed marketing collateral, including paid advertising
- ▶ **New** Logo on Ice Rink Entrance Truss Banners
- ▶ High-level logo placement on the event website recognizing Platinum status
- ▶ 6'x5' Logo banner placed in Reserved Fire Pit Area
- ▶ Scripted PA Announcements during On-site engagement days
- ▶ 1 on-site engagement day, space provided, date to be mutually agreed upon
 - Sponsor to provide all necessary materials, including tables, tents, chairs, electrical
 - Sponsor to provide script for PA announcement
- ▶ 40 complimentary skate passes, including skate rental (\$800 value)
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
 - Group ticket use scheduled through Event Coordinator
- ▶ Social Media Mentions
- ▶ Opportunity to speak at Sponsor Appreciation Night



GOLD \$3,500

- ▶ Logo listed as Gold Sponsor on all printed marketing collateral, including paid advertising
- ▶ **New** Logo on Ice Rink Entrance Truss Banners
- ▶ Logo placement on the event website recognizing Gold status
- ▶ 5'x3' Logo banner placed in Reserved Fire Pit Area
- ▶ 20 Complimentary skate passes, including skate rental (\$400 value)
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
 - Group ticket use scheduled through Event Coordinator
- ▶ Social Media mention
- ▶ Recognition at Sponsor Appreciation Night

SILVER \$1,750

- ▶ Logo listed as Silver Sponsor on all printed marketing collateral, including paid advertising
- ▶ Logo placement on the event website recognizing Silver status
- ▶ 3'x3' Logo banner placed in the skate deck area
- ▶ 10 Complimentary skate passes, including skate rental (\$200 value)
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
- ▶ Social Media mention
- ▶ Recognition at Sponsor Appreciation Night



NEW! **SOLD**

SKATE SHACK \$1,500

- ▶ Logo placement on the event website recognizing sponsorship status
- ▶ 3x3 Company Logo banner exclusively placed on the front of the skate shack
- ▶ 8 Complimentary skate passes, including skate rental
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
- ▶ Social Media mention
- ▶ Recognition at Sponsor Appreciation Night

NEW! **2 AVAILABLE**

CHRISTMAS TREE GROVE \$1,000

- ▶ Logo placement on the event website recognizing sponsorship status
- ▶ Logo sign in tree farm adjacent to ice rink
- ▶ 4 Complimentary skate passes, including skate rental
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
- ▶ Recognition at Sponsor Appreciation Night

SOLD

SKATE BUDDY \$1,000

- ▶ Logo on 10 Skate Gliders
- ▶ 2"x2" Logo banner at Skate Glider Parking Station
- ▶ New Logo placement on the event website recognizing sponsorship status
- ▶ 4 Complimentary skate passes, including skate rental
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
- ▶ Recognition at Sponsor Appreciation Night

BRONZE \$750

- ▶ New Logo placement on the event website recognizing Bronze status
- ▶ 2'x2.5" Logo banner placed in the skate deck area
- ▶ 4 Complimentary skate passes, including skate rental (\$80 value)
 - Individual tickets redeemed via online ticketing system, subject to skate session availability
- ▶ Recognition at Sponsor Appreciation Night



2025 REGISTRATION

FOLSOM
HISTORIC
DISTRICT **ICE RINK**

FIRST NAME

LAST NAME

EMAIL

CELL

BUSINESS INFORMATION

COMPANY NAME

ADDRESS

PHONE

WEBSITE

SOCIAL MEDIA
HANDLES

PLEASE CHOOSE FROM THE FOLLOWING PACKAGES:



Presenting \$30,000
(1 Available)



Premier \$20,000
(Limited Availability)



Diamond \$15,000
(Limited Availability)



Platinum \$7,500
(Limited Availability)



Gold \$3,500



Silver \$1,750



~~**Skate Shack \$1,500**~~
SOLD



Christmas Tree Grove \$1,000
(2 Available)



~~**Skate Buddy \$1,000**~~
SOLD



Bronze \$750

PAYMENT INFORMATION

I will be mailing a check to FHDA (address below). Check #

Please invoice me. Email address:

Signature of Business Representative

Date

Make sponsorship checks payable to: Folsom Historic District Association (501(c)6 Non Profit)

Mail checks to:

FHDA
PO Box 515
Folsom, Ca 95630

Historic Folsom Contact:

Gloria Cunningham
916.985.7452
gloria@historicfolsom.org



Please Initial: Submit company logo in a scalable high-resolution vector format (AI, EPS, or PDF) to ensure the best quality for print and digital use. Due by Friday, September 19, 2025 to ensure inclusion in all marketing elements by rink opening.

By signing this document, you agree to pay the amount of the selected sponsorship package chosen above. No refunds or reimbursements for sponsorships due to cancellation of event, rain-out of event or any act of god not allowing the event to take place. All sponsorships are non-refundable. Full payment for the Folsom Historic District Ice Rink must be received no later than 30 days prior to event start date or unless otherwise agreed upon in writing by the sponsorship representative of the Folsom Historic District Association.



2025 ICE RINK PANEL TEMPLATE

FOLSOM
HISTORIC
DISTRICT **ICE RINK**

COMPANY NAME (exactly as you want it listed)

CONTACT PERSON

WEBSITE

MAILING ADDRESS

EMAIL

PHONE

CELL PHONE

Please select one:

☐ Use last year's banner and logo for \$100 off my sponsorship amount

☐ Please create my signage

Requirements for signage:

- Company logo in a scalable high-resolution vector format (AI, EPS, or PDF) to ensure best quality for print and digital use.
- Our graphics team will add a border on the top and bottom of your signage

☐ I approve the signage artwork used last year (only applicable to returning sponsors).

Initial _____

All Artwork Due by:
Friday, September 19, 2025
(to ensure installation prior to rink opening)

Send completed form and/or artwork
to gloria@historicfolsom.org

