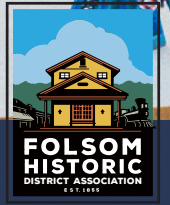




**FOLSOM  
HISTORIC  
DISTRICT**

# **ICE RINK**

**2026 SPONSORSHIP OPPORTUNITIES**





# 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](mailto:Gloria@historicfolsom.org)

# VISITORS | 30,000

# 200,000 | 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.





# KEY HIGHLIGHTS

OPEN **70+** DAYS  **BUSIEST DAYS FRI/SAT/SUN**  **PEAK WEEKS** THANKSGIVING CHRISTMAS NEW YEARS





FARMERS MARKET **EVERY WEEKEND** 

**EVENTS**

- Small Business Saturday
- Community Christmas Tree Lighting
- Christmas Craft Fair
- Christmas Light Promenade
- 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 <b>SOLD</b>	Premiere \$20,000	Diamond \$15,000	Platinum \$7,500	Gold \$3,500	Silver \$1,750	Skate Shack <b>SOLD</b>	Christmas Tree Grove \$1,000	Skate Buddies \$1,000	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 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				



**SOLD**

## 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 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!** **Limit 2**

# 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

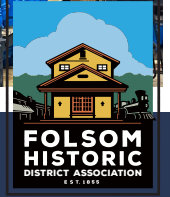
**Limit 2**

# 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



# 2026 REGISTRATION

FIRST NAME  LAST NAME   
EMAIL  CELL

## BUSINESS INFORMATION

COMPANY NAME  ADDRESS   
PHONE  WEBSITE  SOCIAL MEDIA HANDLES

## PLEASE CHOOSE FROM THE FOLLOWING PACKAGES:

- |  |  |  |  |  |
|--|--|--|--|--|
| <input type="checkbox"/> <b>Presenting \$30,000</b><br><b>SOLD</b> | <input type="checkbox"/> <b>Premier \$20,000</b><br>(Limited Availability) | <input type="checkbox"/> <b>Diamond \$15,000</b><br>(Limited Availability) | <input type="checkbox"/> <b>Platinum \$7,500</b><br>(Limited Availability) | <input type="checkbox"/> <b>Gold \$3,500</b> |
| <input type="checkbox"/> <b>Silver \$1,750</b>                     | <input type="checkbox"/> <b>Skate Shack <b>SOLD</b></b>                    | <input type="checkbox"/> <b>Christmas Tree Grove \$1,000</b><br>(Limit 2)  | <input type="checkbox"/> <b>Skate Buddy \$1,000</b><br>(Limit 2)           | <input type="checkbox"/> <b>Bronze \$750</b> |

## 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 18, 2026 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.





# 2026 ICE RINK PANEL TEMPLATE



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 18, 2026**  
*(to ensure installation prior to rink opening)*

**Send completed form and/or artwork to [gloria@historicfolsom.org](mailto:gloria@historicfolsom.org)**

