

UKIAH ON ICE



Sponsorship Opportunity

Want to be a part of one of the City’s newest and biggest events of the year? Are you ready to put your company name in front of thousands of enthusiastic residents? Looking to show your employees and customers your dedication to our community?

The Ukiah Valley Medical Center and the City of Ukiah have teamed up to bring a holiday ice skating rink to Downtown Ukiah and are pleased to introduce *Ukiah on Ice*!

For the first time ever, the community will have the opportunity to ice-skate in historic downtown Ukiah. This spectacular event offers unrivaled partnership opportunities. *Ukiah on Ice* will be open every day for five weeks attracting thousands of skaters and spectators and providing wonderful exposure to sponsoring businesses. Sponsors will enjoy a wide array of benefits such as private party opportunities, signage at the rink, logo placed on the State Street Banner, complimentary tickets and more.

Ukiah on Ice will open on Sunday, December 4th and continue daily through January 8th, 2017. Promotion throughout the county (plus Lake County) will begin 1-2 months prior to opening and provide exposure when it is most easily turned into sales and genuine interest.

With *Ukiah on Ice* comes outstanding benefits and unique opportunities for your brand and company. Partner with us and provide a refreshingly fun, healthy, local activity for all ages while providing a big “wow” for clients, vendors & employees.

Gift your support to the community and your employees to share in the magic of the ice.

Come Skate With Us!

Select from the following partnership benefits:

	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
100 — HALF-PRICE TICKETS, CUSTOMIZED	X			
STATE STREET BANNER— LOGO INCLUDED (3 weeks)	X	X		
PRIVATE EVENT—UP TO 100 PEOPLE (2 hour)	X	X		
LOGO PROJECTED ON THE ICE RINK, CONTINUOUSLY ROTATING DURING HOURS OF OPERATION	X	X		
LOGO ON THE ZAMBONI	X	X		
CUSTOM AD—IN CITY’S WINTER/SPRING RECREATION GUIDE REACHING 18,000 HOMES	1/2 Page	1/4 Page		
BANNER AT THE RINK FOR FIVE WEEKS (dedicated railing banner roughly 4x6)	X	X	X	
SOCIAL MEDIA COVERAGE FROM BOTH THE CITY OF UKIAH AND VISIT UKIAH (2 posts a week for 8 weeks)	X	X	X	
MARKETING INCLUSION ON POSTER (300+ distributed)	X	X	X	X
LOGO ON UTILITY BILL INSERT (direct mailed to approx. 8,000 customers)	X	X	X	X
LINKABLE LOGO PLACEMENT ON CITY OF UKIAH WEBSITE and UKIAH ON ICE FACEBOOK PAGE	X	X	X	X
COMPLIMENTARY TICKETS	40	20	10	5
RADIO SPOT PRIORITY PLACEMENT (5 weeks)	75 per week	50 per week	20 per week	15 per week

❄️ Custom Sponsorship Available ❄️



SPONSORSHIP PLEDGE FORM

Company _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

E-mail Address _____

Level of Sponsorship:

PLATINUM \$10,000

GOLD \$5,000

SILVER \$2,500

BRONZE \$1,000

Your contributions are tax deductible Tax ID 94-6000446.

Business Contact Person _____

Signature _____

PLEDGE NOW! Please return or email this pledge form to secure your sponsorship, and assure that your business is included in all promotional materials, please submit form by **October 17th, 2016**.

Payment plans are available!

Return to: City of Ukiah
411 West Clay St
Ukiah, CA 95482

Email to: msimerson@cityofukiah.com

For additional information, call at 463-6231.

FOR OFFICE USE:

Pledge Received _____ Payment Received _____

Recreation Guide Ad Received _____