



October 7, 2016

Brent Haugen, Executive Director  
Mendocino County Tourism Commission  
North Franklin Street  
Fort Bragg, CA

Dear Mr. Haugen and Members of the Board,

This winter, the City of Ukiah, Visit Ukiah, and Ukiah Valley Medical Center are partnering to bring a seasonal ice rink to downtown Ukiah. For nearly five weeks in December and January, a festive, lighted and covered rink will be open every day and available for special events. Without the generous contributions of community sponsors, this unique, unprecedented event—*Ukiah On Ice*--would not be possible.

On behalf of Visit Ukiah and the City of Ukiah, we respectfully invite the Mendocino County Tourism Commission (MCTC) to participate in this adventure. Attached, please find a summary of the sponsorship benefits.

Though its home will be in downtown Ukiah, this ice rink will attract visitors from all over Mendocino and Lake Counties, encouraging additional visitor spending and providing unparalleled exposure for sponsors.

While MCTC is typically focused on attracting visitors from outside the county, it should be recognized that branding and community pride are also imperative to the mission of the organization. Community pride fosters positive word of mouth marketing, which helps generate overnight stays and increased spending with your hospitality partners.

Sponsorship of *Ukiah On Ice* provides more than two months of branded exposure throughout two counties and with limitless opportunities for MCTC to further capitalize on the benefits. For example, the complementary tickets may be used to reward employees and/or to generate excitement on social media with contests and giveaways.

We appreciate your consideration of this partnership and welcome any questions you may have. In addition to the sponsorship packages provided, we can create a customized *Ukiah On Ice* package for your organization in order to maximize its benefits.

Thank you in advance for your consideration of this offer.

Sincerely,

