



WINTERFEST HARTFORD 2017/2018 SPONSOR RECOGNITION

NAMING/TOP SPONSOR OF BUSHNELL PARK RINK, \$50,000

- Prominent role in opening ceremony and Winterfest Press Conference in November
- Prominent logo placement on rink, rink boards and on WinterfestHartford.com
- Two Winterfest banner flags displayed by rink
- Two Winterfest banner flags placed along Bushnell Park North
- Donor listing in selected ads, media & press releases
- Name announced during skating every hour for first weekend in December
- Opportunity for engagement/promotional weekend
- Corporate employee volunteer engagement opportunities

GOLD SPONSORS, \$25,000

- Prominent logo placement on rink boards and on WinterfestHartford.com
- One Winterfest banner flag displayed by rink
- One Winterfest banner flag placed along Bushnell Park North
- Name announced during skating once an hour for one Saturday in December
- Donor listing in selected ads, media & press releases
- Opportunity for engagement/promotional weekend
- Corporate employee volunteer engagement opportunities

ZAMBONI SPONSORSHIP, \$25,000

- Prominent logo placement on Zamboni
- Plus all recognition at Gold Sponsorship level
- One Winterfest banner flag displayed by rink
- One Winterfest banner flag placed along Bushnell Park North
- Name announced during skating once an hour for one Saturday in December

SILVER SPONSORS, \$20,000

- Prominent logo placement on rink boards and on WinterfestHartford.com
- Corporate sponsorship logo on banner at park entrance
- Donor listing in selected ads, media & press releases
- Opportunity for engagement/promotional weekend
- Corporate employee volunteer engagement opportunities

LIGHTING SPONSORSHIP, \$20,000

- Prominent recognition as Lighting Sponsor
- Plus all recognition at Silver Sponsor level
- Two Winterfest banner flags placed along Bushnell Park North

SANTA'S WORKSHOP PHOTOS SPONSORSHIP @ THE CAROUSEL, \$15,000

- Prominent logo placement on rink boards and on WinterfestHartford.com
- Corporate sponsorship logo at Entrance to Santa's Workshop at the Carousel
- Name and corporate logo on photo folder
- Donor listing in selected ads, media & press releases
- Corporate employee volunteer opportunities to help with Santa's Workshop, Santa's Workshop is open on Saturday and Sunday from 11am-3pm

BRONZE SPONSORS, \$10,000

- Logo placement on rink boards and on WinterfestHartford.com
- Logo on banner at park entrance
- Donor listing in selected ads, media & press releases

SPECIAL EVENT SPONSORSHIP (Opening night, ice shows) \$5,000 – \$10,000

- Prominent logo placement and public thanks during the event
- Plus all recognition at Bronze (\$10,000) or Crystal (\$5,000) level

CRYSTAL SPONSORS, \$5,000+

- Tiered listing on recognition poster
- Donor listing in selected ads, media & press releases

KEY SPONSORS, \$2,000+

- Tiered listing on recognition poster
- Donor listing in selected ads, media & press releases

