

# GET YOUR SKATE ON!



WALNUT CREEK CHAMBER OF COMMERCE & VISITORS BUREAU,  
WALNUT CREEK DOWNTOWN, AND CITY OF WALNUT CREEK PRESENT

Holiday Outdoor Ice Rink in Civic Park

12.10.21 – 01.09.22

f t i [www.walnutcreekonice.com](http://www.walnutcreekonice.com)







## THE TRADITION

The Walnut Creek Chamber of Commerce & Visitors Bureau , Walnut Creek Downtown, and City of Walnut Creek are excited to bring the sparkle back to downtown Walnut Creek this holiday season!

Now in its 16th year, Walnut Creek On Ice (WCOI) is a beloved and much anticipated community tradition that takes place in Civic Park in the heart of Walnut Creek. **This year, the tradition returns from December 10, 2021, through January 9, 2022.**

Walnut Creek On Ice is a fun destination that draws people of all ages and from all over the Bay Area to skate, celebrate, shop, dine, and stroll throughout the entire holiday season.

## THE HOLIDAY DESTINATION

Walnut Creek On Ice is one of California's largest outdoor ice-skating rinks boasting an action packed 80'x100' of skating surface. The seasonal winter wonderland, with its dramatic tenting, festive decorations, and holiday music set against the backdrop of tree-lit Civic Park, is just steps away from the East Bay's premier shopping and dining.

The facility offers day and nighttime skating, special events space, skating academy, field trips, pick-up hockey, and a calendar of community events organized by the Walnut Creek Chamber of Commerce & Visitors Bureau Walnut Creek Downtown, and City of Walnut Creek. WCOI is the go-to destination in Walnut Creek during the holiday season.

# 16TH SEASON





## THE BENEFITS

The partially enclosed rink is open daily, rain or shine, giving more than 10 weeks of continuous brand exposure to more than 45,000 skaters and more than 100,000 spectators. An additional 40,000 or more vehicles pass by this eye-catching winter wonderland each day.

A multimedia marketing campaign that runs from October through January provides even more valuable exposure to your brand during this very lucrative time of year. Our strong partnership with BART draws attention to WCOI system-wide throughout the season, attracting visitors from all over the Bay Area.

Sponsorship makes it all happen! Additional benefits include complimentary skate passes, invitations to a VIP sponsor party, private ice sessions, on-site activations, and signage.

We welcome customizing benefit packages to fit the specific needs of our Title, Presenting, and Platinum sponsors.

## BE SEEN AT THE COOLEST PLACE IN THE EAST BAY

December 10, 2021 through January 9, 2022

### TITLE SPONSOR \$50,000

*Customizable Benefits Per Mutual Agreement*

- Naming rights for one of the largest outdoor ice skating rinks in Northern California
- Your company name & logo featured in the event title
- Logo on the official WCOI rink banner, entrance Gobo, & all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards, radio, BART/transportation, and WCOI/WCD/WCCCVB websites. Movie theatre and television if purchased)
- Company logo displayed on skater wristbands (42,000+)
- Recognized as the official sponsor of the two-hour free skate on opening day
  - Activation Opportunity
- Company name and logo featured on the Zamboni
- 12' x 3' ice rink dasher board placed in premier location
  - Social media-Facebook and Instagram posts throughout the season
- Opportunity to display company promotional materials on-site for three dates
  - Fifteen PA recognitions throughout season
  - 75 skate passes for Sponsor Skate Night
- 40 skate passes to use throughout the season

### PRESENTING SPONSOR \$25,000

*Customizable Benefits Per Mutual Agreement*

- *“Presented By”* included in all marketing and advertising materials for one of the largest outdoor ice-skating rinks in Northern California
- Logo on the official WCOI rink banner, entrance Gobo, & all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards, radio, BART/transportation, and WCOI/WCD/WCCCVB websites. Movie theatre and television if purchased)
  - Company name on all hot beverage cups (approximately 90k)
- Social media-Facebook and Instagram posts throughout the season
- Company name and logo featured on the Zamboni
- 12' x 3' ice rink dasher board placed in premier location
  - Opportunity to display company promotional materials on-site for two dates
    - Five PA recognitions throughout season
    - 50 skate passes for Sponsor Skate Night
  - 30 skate passes to use throughout the season

***\* See Next Page for Additional Sponsorship Opportunities \****



## BE SEEN AT THE COOLEST PLACE IN THE EAST BAY

December 10, 2021 through January 9, 2022

*\* See Previous Page for Additional Sponsorship Opportunities \**

### PLATINUM SPONSOR \$15,000

*Customizable Benefits Per Mutual Agreement*

- Logo on all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards & WCOI/WCD/WCCCVB websites)
- Company name and logo featured on the Zamboni
  - Social media-Facebook and Instagram posts throughout the season
  - 6' x 3' ice rink dasher board
- Opportunity to display company promotional materials on-site for three dates
  - Three PA recognitions throughout season
  - 40 skate passes for Sponsor Skate Night
- 25 skate passes to use throughout the season

### GOLD SPONSOR \$10,000

- Logo on all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards & WCOI/WCD/WCCCVB websites)
  - Social media-Facebook and Instagram posts throughout the season
  - 6' x 3' ice rink dasher board
- Opportunity to display company promotional materials on-site during one date
  - Two PA recognitions throughout season
  - 25 skate passes for Sponsor Skate Night
- 20 skate passes to use throughout the season

NEW

### HOCKEY SPONSOR \$10,000

- Logo on hockey arena wall/divider
- Logo on all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards & WCOI/WCD/WCCCVB websites)
  - Social media-Facebook and Instagram posts throughout the season
  - 6' x 3' ice rink dasher board
- Opportunity to display company promotional materials on-site during one date
  - Two PA recognitions throughout season
  - 25 skate passes for Sponsor Skate Night
- 20 skate passes to use throughout the season

NEW

### GLIDER BOARD \$7,500

- Logo on 30 skate gliders and 6' x 3' banner at glider station
- Logo on all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards & WCOI/WCD/WCCCVB websites)
  - Social media-Facebook and Instagram posts throughout the season
  - 6' x 3' ice rink dasher board
- One PA recognition during the season
- 20 skate passes for Sponsor Skate Night
- 15 skate passes to use throughout the skate season

### SILVER SPONSOR \$5,000

- Logo on all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards & WCOI/WCD/WCCCVB websites)
  - Social media-Facebook and Instagram posts throughout the season
  - 6' x 3' ice rink dasher board
- 15 skate passes for Sponsor Skate Night
- 15 skate passes to use throughout the season

### DASHER BOARD \$2,500

- Logo & link on WCOI website
- 6' x 3' ice rink dasher board
- 8 skate passes for Sponsor Skate Night
- 8 skate passes to use throughout the season

## WALNUT CREEK ON ICE SPONSOR PROGRAM AGREEMENT



### CONTACT INFORMATION

SPONSOR NAME

PRIMARY CONTACT

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL ADDRESS

WEBSITE

SIGNATURE

By signing this document sponsor shall pay Walnut Creek On Ice (WCOI) the appropriate sponsorship fee noted to the right in exchange for the corresponding promotional considerations described in the Sponsorship Program Benefits and Fulfillment Sheet.

The sponsor will provide items, such as hi-resolution logo and website link information, in a timely fashion as required for specific print, cinema, and other media deadlines. *Subject to availability.*

\* Due to the nature and placement of decal advertising/dasher boards, said ad may be damaged by a variety of sources. The committee will replace damaged decals throughout the season to ensure all logos and contact information are legible and ad is displayed as intended. There is a minimum of a 3 day lead time to re-order, print and re-install damaged dasher board advertisements.

\*\*Print ads, posters, postcards, BART ads, radio/television, and cinema ads are all subject to deadlines and availability.



### PAYMENT INFORMATION

☐ I HAVE ENCLOSED A CHECK MADE PAYABLE TO  
WALNUT CREEK ON ICE

CARD NUMBER

☐ PLEASE CHARGE MY CREDIT CARD:

CARD SECURITY CODE

☐ MASTERCARD

☐ VISA

☐ AMEX

EXPIRATION DATE

**PAYMENT TERMS:** Payment is due upon signing and made payable to WALNUT CREEK ON ICE.

CARDHOLDER SIGNATURE

For questions, call the Chamber at (925) 934-2007 or Walnut Creek Downtown at (925) 933-6778

Email this document with payment to: Marilyn Schmidt at [mschmidt@walnut-creek.com](mailto:mschmidt@walnut-creek.com)

Walnut Creek Chamber of Commerce & Visitors Bureau

Credit card payment may be made by calling the Chamber office. (925) 934-2007

Or, mail this document with payment to:  
1280 Civic Drive, Suite 100  
Walnut Creek, CA 94596





BROUGHT TO YOU BY:



## THANK YOU TO OUR SPONSORS FOR SUPPORTING THE 2019 - 2020 SEASON OF WALNUT CREEK ON ICE

### SILVER SPONSOR



### DASHER BOARD SPONSORS



### MEDIA SPONSORS



### CHILDREN'S WINTER FESTIVAL SPONSORS



### CONTRIBUTING SPONSORS

