



PARTNERSHIP OPPORTUNITIES

THE BAY AREA'S LARGEST OUTDOOR ICE RINK

12.15.23 - 01.15.24

THE TRADITION

The Walnut Creek Downtown Association, and City of Walnut Creek are excited to bring the sparkle back to downtown Walnut Creek this holiday season!

Now in its 18th year, Walnut Creek On Ice (WCOI) is a beloved and much anticipated community tradition located in Civic Park, in the heart of Walnut Creek. This year, the tradition returns from December 15, 2023, through January 15, 2024.



THE HOLIDAY DESTINATION

Walnut Creek On Ice is the Bay Area'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 Downtown Association, and City of Walnut Creek.



18TH SEASON

THE BENEFITS

The partially enclosed rink is open daily, rain or shine, giving more than 4 weeks of continuous brand exposure to 30,000+ skaters and 80,000+ 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.

Partnerships makes the magic happen! We welcome customizing benefit packages to fit the specific needs of our Title, Presenting, and Platinum sponsors. Additional benefits include complimentary skate passes, sponsor events, private ice sessions, on-site activations, and signage.

TITLE SPONSOR \$50,000

Customizable Benefits Per Mutual Agreement

- **Naming Rights** for the largest outdoor ice skating rink in Northern California
 - Your company name & logo featured in the event title
- Logo on the official WCOI rink banner & all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards, radio, BART/transportation, and WCOI/WCD websites.)
 - Company logo displayed on skater wristbands (30,000+)
- Recognized as the official sponsor of a 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
 - Sixteen PA recognitions throughout season
- Employee/guest skate night on a mutually agreed upon date
 - 60 skate passes



BE SEEN AT THE COOLEST PLACE IN THE EAST BAY





PRESENTING SPONSOR \$20,000

Customizable Benefit Agreement

- **“Presented By”** included in all marketing and advertising materials for the largest outdoor ice-skating rink in the Bay Area.
- Logo on all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards & WCOI/WCD websites)
 - 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' Presenting Sponsor dasher board
- Opportunity to display company promotional materials on-site during one date
 - Weekly PA recognitions throughout season
 - 50 skate passes
- Employee/guest skate night on a mutually agreed upon date

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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 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 one date
 - Three PA recognitions throughout season
 - 25 skate passes



GOLD SPONSOR \$10,000

- Logo on all promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards & WCOI/WCD 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 for one date
 - Two PA recognitions throughout season
 - 20 skate passes

BE SEEN AT THE COOLEST PLACE IN THE EAST BAY





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 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 for one date
- Two PA recognitions throughout season
 - 20 skate passes


SILVER SPONSOR \$5,000

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

SKATE WALKERS \$7,500

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

DASHER BOARD \$2,500

- Logo & link on WCOI website
 - 6' x 3' ice rink dasher board
 - 8 skate passes
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PARTNERSHIP PROGRAM AGREEMENT

CONTACT INFORMATION

SPONSOR NAME

PRIMARY CONTACT

ADDRESS

CITY STATE ZIP

PHONE FAX

EMAIL ADDRESS WEBSITE

SIGNATURE

SPONSORSHIP LEVEL

- ☐ TITLE SPONSOR
\$50,000
- ☒ ~~PRESENTING SPONSOR~~
~~\$20,000~~
- ☐ PLATINUM SPONSOR
\$15,000
- ☐ GOLD SPONSOR
\$10,000
- ☐ HOCKEY SPONSOR
\$10,000
- ☐ SKATE WALKER SPONSOR
\$7,500
- ☐ SILVER SPONSOR
\$5,000
- ☐ DASHER BOARD SPONSOR
\$2,500

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 Walnut Creek Downtown Association at (925) 933-6778

Email this document with payment to:
Connie Ammatuna at connie@walnutcreekdowntown.com
(925) 933-6778

Or, mail this document with payment to:
1630 N. Main St., #288
Walnut Creek, CA 94596



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 ads are all subject to deadlines and availability.



BROUGHT TO YOU BY:



THANK YOU TO OUR SPONSORS FOR SUPPORTING THE 2022 - 2023 SEASON OF WALNUT CREEK ON ICE

SILVER SPONSOR



DASHER BOARD SPONSORS



BROADWAY PLAZA



SKATEWALKERS SPONSORS



MEDIA SPONSORS



COMMUNITY PARTNERS



CONTRIBUTING SPONSORS





NEED MORE INFO?

contact:

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Walnut Creek Downtown Association
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