



PARTNERSHIP *Opportunities*

NOVEMBER JANUARY
2024 – 2025

THE BAY AREA'S
FAVORITE ICE RINK

CIVIC PARK,
WALNUT CREEK

HOLIDAY ✨ *Destination*

THE 19TH SEASON

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

Now in its 19th season, 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 November 22, 2024, through January 12, 2025.



WALNUT CREEK WINTER WONDERLAND

Large Outdoor Ice Rink

Walnut Creek On Ice is the Bay Area's favorite seasonal outdoor ice-skating rink boasting an action packed 6,500 sq ft of skating surface. The partially covered rink allows for skating all season during the day and night.

Centrally Located

The winter wonderland, with its dramatic tenting, festive decorations, and holiday music is just steps away from the East Bay's premier shopping and dining destination.

Celebrate Community

The facility offers a unique special event space, skating academy, field trips, pick-up hockey, ice slide, and a full calendar of community events. Last year featured a NEW outdoor rink-side experience with firepits & lounge chairs and this year more will be added for all to enjoy.

MARKETING

Benefits



40,000+
Skaters



60,000+
Visitors

The partially enclosed rink is open daily, rain or shine, giving more than 7 weeks of continuous brand exposure to skaters, visitors, and thousands of vehicles passing by the venue. Partnerships makes the magic happen! We welcome customizing benefit packages to fit the specific needs of our sponsors.



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. Marketing efforts include digital and print advertisement placements for seasonal campaigns with local media outlets, social media paid and organic posts on WCOI accounts, dedicated e-newsletters to opt-in subscribers, and cross-promotions with WCD accounts. Additionally, Walnut Creek On Ice operates through an independent website and ticketing platform.



51k
Website
Visitors



15k
Newsletter
Subscribers



31.5k
Instagram
Followers
(WCD & WCOI)



14.9k
Facebook
Followers
(WCD & WCOI)

BE SEEN AT THE *Coolest* ✨ PLACE IN THE EAST BAY

TITLE SPONSOR \$50,000

Customized Benefits per Mutual Agreement

- **Naming Rights** for Walnut Creek's seasonal outdoor ice skating rink
- Logo on the official WCOI rink banner, 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 (60,000+)
- On-site 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 3 dates
- 16 PA recognitions throughout season
- Employee/guest skate night on a mutually agreed upon date
- 60 skate passes



PRESENTING SPONSOR \$20,000

Customized Benefits per Mutual Agreement

- **"Presented By"** included in all marketing and advertising materials for WCOI
- Logo on promotional materials and advertising campaigns (includes print and digital advertising, posters, postcards, & WCOI/WCD websites)
- Company name on all hot beverage cups (60k)
- Social media (Facebook & Instagram) posts throughout the season
- Company name and logo featured on Zamboni
- 12' x 3' Presenting Sponsor dasher board
- Opportunity to display company promotional materials on-site on 1 date
- Weekly PA recognitions throughout season
- Employee/guest skate night on a mutually agreed upon date
- 50 skate passes

PLATINUM SPONSOR

\$15,000

Customized Benefits per Mutual Agreement

- Logo on promotional materials (includes posters, newsletters, ticket website & 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 promotional materials (includes posters, newsletters, ticket website & 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 promotional materials (includes posters, newsletters, ticket website & WCOI/WCD websites)
- Social media (Facebook and Instagram) posts throughout the season
- 6' x 3' ice rink dasher board
- 15 skate passes

❄️ *Ice Rink* ❄️

ACTIVATIONS & EXPERIENCES

***NEW* ICE TUBING EXPERIENCE**

\$10,000

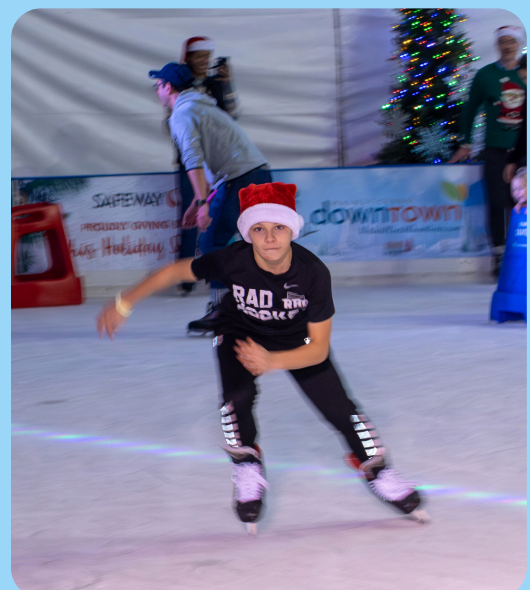
- Sponsor the NEW ice tubing experience at WCOI
- Logo on 50 inner tubes
- 10' x 3' banner displayed at top of tubing experience
- Logo on promotional materials (includes posters, newsletters, ticket website & WCOI/WCD websites)
- One PA recognition during the season
- 20 skate passes



HOCKEY SPONSOR

\$10,000

- Logo on hockey arena wall/divider
- Logo on promotional materials (includes posters, newsletters, ticket website & 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
- 2 PA recognitions throughout season
- 20 skate passes



RINKSIDE FIREPIT EXPERIENCE

\$7,500

- 6'x3' banner with logo as area sponsor
- Logo on promotional materials (includes posters, newsletters, ticket website & WCOI/WCD websites)
- 6' x 3' ice rink dasher board
- One PA recognition during the season
- 15 skate passes



SKATE WALKERS

\$7,500

- Logo on 30 skate walkers and 6' x 3' banner at walker station
- Logo on promotional materials (includes posters, newsletters, ticket website & 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

\$3,000

- Logo on promotional materials (includes posters, newsletters, ticket website & WCOI/WCD websites)
- Social media (Facebook and Instagram) posts throughout the season
- 6' x 3' ice rink dasher board
- 8 skate passes



★ ★ *Thank You* ★ ★

TO OUR SPONSORS FOR SUPPORTING
THE 2023-2024 SEASON



SKATE WALKER
SPONSOR



KAISER PERMANENTE®

RINKSIDE EXPERIENCE
SPONSOR



Mechanics
Bank

SILVER SPONSOR

TERRA NOVA
INDUSTRIES

APRES SKATE SPONSOR



DASHBOARD SPONSORS

SAFEWAY

BROADWAY PLAZA
WALNUT CREEK

Capital One



CONTRA COSTA ONCOLOGY
Sustaining a Culture of Care and Patient Choice

KPIX CBS NEWS
BAY AREA

diablo
MAGAZINE

bartable
bart.gov/bartable



RUDNEY
ASSOCIATES



F&M BANK
Where Banking is Easy!



*Need More
Information?*

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Walnut Creek Downtown Association

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PARTNERSHIP PROGRAM AGREEMENT

WALNUT CREEK ON ICE | 2024-2025 SEASON

SPONSORSHIP LEVEL

<input type="checkbox"/> Title Sponsor (\$50,000)	<input type="checkbox"/> Silver Sponsor (\$5,000)	<input type="checkbox"/> Skate Walker Sponsor (\$7,500)
<input type="checkbox"/> Presenting Sponsor (\$20,000)	<input type="checkbox"/> Ice Tubing Sponsor (\$10,000)	<input type="checkbox"/> Dasher Board Sponsor (\$3,000)
<input type="checkbox"/> Platinum Sponsor (\$15,000)	<input type="checkbox"/> Hockey Sponsor (\$10,000)	
<input type="checkbox"/> Gold Sponsor (\$10,000)	<input type="checkbox"/> Rinkside Experience Sponsor (\$7,500)	

CONTACT INFORMATION

Company Name	<input type="text"/>	Contact Name	<input type="text"/>
Phone Number	<input type="text"/>	Email	<input type="text"/>
Address	<input type="text"/>		

PAYMENT INFORMATION

Payment Method:	<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card (3% Processing Fee)	
Credit Card Number	<input type="text"/>	CVC	<input type="text"/>
Name On Card	<input type="text"/>	Expiration Date	<input type="text"/>
Billing Address	<input type="text"/>		
Signature	<input type="text"/>	Date	<input type="text"/>

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.