



March 2, 2024

HARRISBURGPA.GOV/ICE



ICE & FIRE FESTIVAL SPONSORSHIP

ABOUT THE EVENT

The Ice & Fire Festival is a free community event held annually on the first Saturday in March. The event features 60+ ice sculptures throughout the City and a street festival Downtown with an ice slide, fire dancers, vendors, performances by school and community groups, fire pits & more.

YOUR SUPPORT MATTERS

All event attractions and marketing pieces are funded entirely through sponsorships and vendor fees. Your support will help showcase local businesses and present the City of Harrisburg as a desirable place to live, work and visit.

PROMOTE YOUR BRAND

The event provides an excellent opportunity to promote your brand, reaching thousands of attendees during the event and over 212,000 people on Facebook alone.

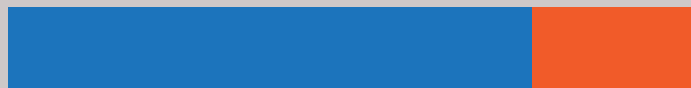
ATTENDANCE

2023



15,000

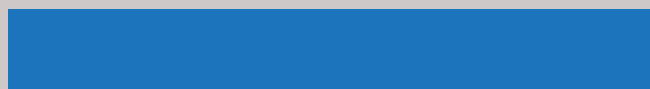
DIGITAL REACH



212K REACH

12.8K RESPONSES

BILLBOARDS



131K PLAYS



16.5K

WEBPAGE VIEWS

MOST VIEWED PAGE ON
CITY WEBSITE

“

It was fun to have ice sculptures all over the City! We loved it and spent hours exploring.

”

“

Came up from Virginia & had the best time! You have a beautiful City!

”

“

We have attended the past 3 years & thoroughly enjoy the ice sculptures!

”

“

Excellent event we look forward to each year!

”

SPONSORSHIP PACKAGES

TITLE SPONSOR - \$7,500 (CLAIMED)

- Naming rights for the festival to include: company logo incorporated into event logo and included on all marketing materials and sponsor event signage, company name included in event wordmark (Example: Company Name Ice & Fire Festival) and listed on press releases, social media, webpage, event guide, etc.
- Ad on the event webpage
- Opportunity to have employees disburse the provided free smores kits during the event
- Company banner in the festival area
- The opportunity to select (4) single block ice sculptures with custom design & logo on signage
- The opportunity to provide (2) company videos to be shared in the Facebook event
- 10x10 vendor space
- Invitation to attend the festival press conference and address the media directly
- Full page ad in the digital and printed event guides
- Custom stage announcement to be read at least once at both the ice skating rink and stage during the festival. Recognition during sponsor announcements throughout the festival.

ICE SKATING RINK SPONSOR - \$5,000 (1 available)

- 2 company banners at the ice skating rink (free for attendees)
- Signage with your logo beside (2) single block ice sculptures
- The opportunity to provide (1) company video to be shared in the Facebook event
- 10x10 vendor space
- Invitation to attend the festival press conference and to address the media directly
- Half page ad in the digital and printed event guides
- Custom announcement to be read at least twice at the ice skating rink
- Recognition during stage announcements throughout the festival
- Logo placement on all promo materials, webpage, digital & printed event guides, event map, & sponsor event signage. Company listed on the press release & Facebook event

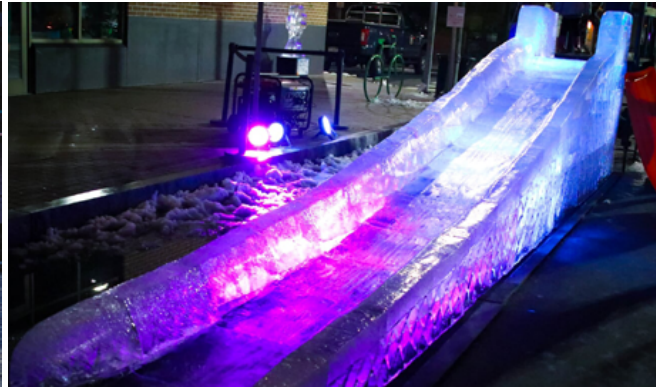
STAGE SPONSOR - \$4,000 (CLAIMED)

- Banner with company logo on the stage featuring community groups & fire dancers
- Opportunity to have a company representative introduce performance groups
- Signage with your logo beside (2) single block ice sculptures
- The opportunity to provide (1) company video to be shared in the Facebook event
- Invitation to attend the festival press conference and to address the media directly
- Quarter page ad in the digital and printed event guides
- Custom announcement to be read at least twice at the stage
- Recognition during stage announcements throughout the festival
- Logo placement on all promo materials, webpage, digital & printed event guides, event map, & sponsor event signage. Company listed on the press release & Facebook event



ICE SLIDE - \$3,000 (CLAIMED)

- Exclusive signage with company logo at the ice slide
- 10x10 vendor space beside the ice slide
- Quarter-page ad in the digital & printed event guides
- Recognition during stage announcements throughout the festival



LIFE SIZE (5-BLOCK) ICE SCULPTURE - \$1,500 (5 available)

- The opportunity to choose a custom design for a 5-block ice sculpture
- Company name and logo listed on the signage beneath or beside your ice sculpture
- Company listed on the City's website & event guide



1-BLOCK ICE SCULPTURE - \$300 (42 available)

- The opportunity to choose a custom design for a 1-block ice sculpture
- Company name and logo listed on the signage beneath your ice sculpture
- Company listed on the City's website & event guide



CHILI COOK-OFF SPONSOR - \$2,500 (1 available)

- Company logo incorporated into the chili cook-off event logo
- Exclusive sign with company logo at the chili cook-off event
- Company logo on wristbands distributed to all chili cook-off attendees
- 10x10 vendor space at the chili cook-off
- Custom announcement to be read at least twice during the chili cook-off
- Recognition during stage announcements throughout the Ice & Fire Festival
- Logo placement on the webpage, digital & printed event guides, event map, & sponsor event signage.

**Funding will first support the cost of supplies for the chili cook-off. Remaining funds will be used toward vendor fees for any Broad Street Market vendor that lost their vending space during the fire and wants to vend at the festival. Any funds unused for these purposes will go towards other attractions and logistical needs for the Ice & Fire Festival. The Market retains all proceeds from cook-off ticket sales. They sold over 300 tickets in 2023.*



HEATED TENT SPONSOR - \$1,500 (1 available)

- Exclusive banner with company logo at the heated seating tent
 - 10x10 vendor space beside the heated seating tent entry
 - Recognition during stage announcements throughout the festival
 - Logo placement on the webpage, digital & printed event guides, event map, & sponsor event signage.
- Company listed on the press release & Facebook event



COMMUNITY SPONSOR - \$1,000 (3 available)

- 10x10 vendor space guaranteed
 - Recognition during stage announcements throughout the festival
 - Logo placement on the webpage, digital & printed event guides, event map, & sponsor event signage.
- Company listed on the press release & Facebook event

FRIEND OF THE FESTIVAL - \$500

- Company logo displayed on the Friends of the Festival sign along the festival path
- Company name & url listed on the City's website and digital event guide

SPONSORSHIP FORM

We would like to support the 2024 Ice & Fire Festival at the following level:

Event Sponsor

Title Sponsor - \$7,500

Ice Skating Rink Sponsor - \$5,000

Stage Sponsor - \$4,000

Chili Cook-Off Sponsor - \$2,500

Heated Tent Sponsor - \$1,500

Community Sponsor - \$1,000

Friend of the Festival - \$500

Ice Sponsor

Ice Slide Sponsor - \$3,000

5-block Ice Sculpture Sponsor - \$1,500

1-block Ice Sculpture - \$300

Neighborhood Pack - (3) 1-block sculptures - \$850

Design Idea for Ice Sculpture:

Ice sculpture Location Preference (choose three if you are doing a neighborhood pack, otherwise choose one):

City Island

Downtown

Italian Lake

Midtown

Reservoir Park

No preference

Do you want your sculpture placed in front of your business?

Yes

No / Not applicable

QUESTIONS?

Contact Cortney Ranck-Cameron at clranckcameron@harrisburgpa.gov or 717-255-3033.

Contact Information

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Checks should be made payable to the "City of Harrisburg" and directed to the City Government Center (Special Events Office, 10 North 2nd Street, Suite 304, Harrisburg, PA 17101.)