



March 1, 2025

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.

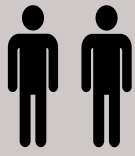
YOUR SUPPORT MATTERS

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 .

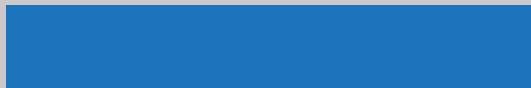
ATTENDANCE



20,000

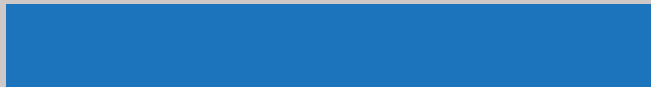
DIGITAL REACH

FACEBOOK EVENT



17.7K RESPONSES

BILLBOARDS



+583.3K IMPRESSIONS



“

Grabbed some goodies from a local bakery, had dinner & drinks at The Millworks, then scooted around the City.

”

“

Drove from Chantilly, VA for event ...enjoyed seeing ice sculptures & watching Irish dancers.

”

“

I greatly enjoyed visiting the festival again this year!

”

SPONSORSHIP PACKAGES

TITLE SPONSOR - \$7,500 (PENDING)

- 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 the 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.

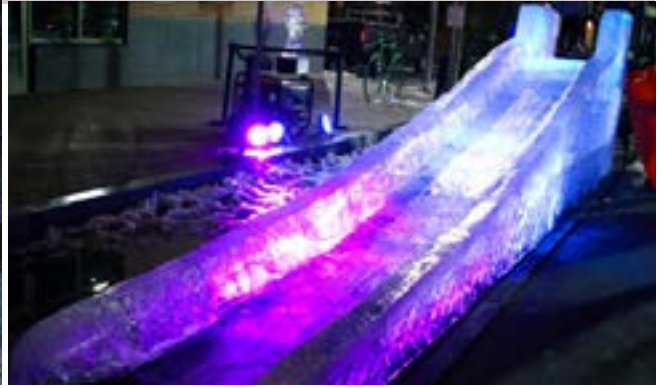
STAGE SPONSOR - \$4,000 (1 available)

- 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 (1 available)

- 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
- Logo placement on the webpage, digital & printed event guides, event map, & sponsor event signage. Company listed on the press release & Facebook event.



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 (60 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



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 event webpage, digital & printed event guides, event map, & sponsor event signage. Company listed on the press release & Facebook event.



COMMUNITY SPONSOR - \$350

- 10x10 vendor space
- Logo placement on the event webpage & Community sponsor event signage. Url will be included on the event website & digital event guide.

FRIEND OF THE FESTIVAL - \$200

- Company logo displayed on the Friends of the Festival sign along the festival path
- Company name and url listed on the event webpage

Sponsorship funds received from the Community and Friend of the Festival levels will be used towards:

- 1) general event costs such as event signage, EMS, event attractions, and other logistical needs*
- 2) additional entertainment and initiatives to enhance the event such as stilt walkers, kids activities, giveaways, etc*

SPONSORSHIP FORM

We would like to support the 2025 Ice & Fire Festival at the following level:

Event Sponsor

- Title Sponsor - \$7,500
- Ice Skating Rink Sponsor - \$5,000
- Stage Sponsor - \$4,000
- Heated Tent Sponsor - \$1,500
- Community Sponsor - \$350
- Friend of the Festival - \$200

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 - \$800

Design Idea for Ice Sculpture:

Confirmation of sponsorships received after January 13 may miss logo inclusion on some marketing materials.

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

Contact Information

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Checks can be made payable to City of Harrisburg and mailed to the address below.
Special Events Office
10 N 2nd Street, Suite 304
Harrisburg, PA 17101