



February 5-7, 2021
Downtown Scranton

The Inaugural **Scranton Ice Festival** will be held the weekend of February 5-7, 2021. The event aims to support businesses in Scranton during difficult times, while creating a fun, safe, outdoor experience for the residents of Lackawanna County. This event is being held in partnership with First Friday Scranton, Scranton Tomorrow, The Greater Scranton Chamber of Commerce, The Scranton Area Foundation, and other community partners.

While we are asking businesses to contribute what they can toward an ice sculpture for their business, we are seeking sponsorships to help offset these and other event costs to meet our ultimate goal of helping our local businesses. Sponsorships will support the execution of the event with all proceeds benefiting the **Scranton Small Business Relief Fund** of the Scranton Area Community Foundation which aims to support small business owners and employees experiencing hardship. Donations are tax deductible.

Sponsorship Opportunities

Presenting Sponsor (Max: 1) - \$10,000

- Name/logo in titling of event
- Logo included on all advertisements and signage, including TV and billboard ads
- Verbal recognition in any recorded promotions
- Preferred billing with logo on Festival marketing materials
- Listing as sponsor of specific activity of sponsor's choosing
- Logo with link to sponsor's website on Festival site
- Social media announcement

Premier Sponsor (Max: 2) - \$5,000

- Logo included on all advertisements and signage, including TV and billboard ads
- Verbal recognition in any recorded promotions
- Preferred billing with logo on Festival marketing materials
- Listing as sponsor of specific activity of sponsor's choosing
- Logo with link to sponsor's website on Festival site
- Social media announcement

Diamond Sponsor - \$2,500

- Verbal recognition in any recorded promotions
- Listing as sponsor of specific activity of sponsor's choosing
- Preferred billing with logo on Festival marketing materials
- Logo with link to sponsor's website on Festival site
- Social media announcement

Platinum Sponsor - \$1,000

- Preferred billing with logo on Festival marketing materials
- Logo with link to sponsor's website on Festival site
- Social media announcement

Gold Sponsor - \$500

- Name on Festival marketing materials
- Logo with link to sponsor's website on Festival site
- Social media announcement

Silver Sponsor - \$250

- Logo with link to sponsor's website on Festival site
- Social media announcement

Bronze Sponsor - \$100

- Name listed on website
- Social media announcement

Create your own!

We'd love to hear your unique sponsorship ideas that will enhance our safe family fun weekend and help us support small businesses in downtown Scranton.

Become a Sponsor!

Contact us at scrantonicefest@gmail.com