

PLATINUM SPONSOR

- Same as Signature Sponsor PLUS...
- Naming Opportunities as follows:

\$15,000-Stage at RibFest will be named after your company and featured on all brochures, mapping as well as all announcements will be advertised from "your company name stage". Main Stage will feature large banner with your company name.

\$10,000- Main Entry Gate at RibFest will be named after your company and featured on all brochures and mapping. Entry Gate will feature large banner with your company name visual to all entering the event.

SIGNATURE SPONSOR * \$8,000

- Same as Community Sponsor PLUS...
- Reach the largest target audience at all our events.
- Your Company Name and Logo will be larger on our website, advertising and signage.
- Your Company Name and Logo will be scrolled on video screen and announced more frequently from the main stage at Summer Event.
- A minimum of 48 square feet of signage will feature your company name and logo at Summer Event.
- Your Company will be offered booth space in the Vendor area of Summer Event as part of a Signature Sponsorship.

COMMUNITY SPONSOR * \$5,000

- Same as Event Sponsor PLUS...
- Your Company Name & Logo will be printed in larger size font on signage, advertising, displays and website.
- Your Company Name & Logo will be scrolled more frequently on video screen at Summer Event.
- Your Company Name announced more frequently on Main Stage at Summer Event.
- A minimum of 32 square feet of signage will feature your company name and logo at Summer Event.
- Your Company Name worn on Volunteer T-Shirts during the 3 Day Summer Event or other major events which are applicable.

EVENT SPONSOR * \$3,000

- Same as Spirit Sponsor PLUS...
- Your Company Name announced at events.
- Your Company Name and Logo will appear on our website for one full year including link to your company website.
- Your Company Name and Logo will appear on a scrolled video screen at OnionFest.
- A minimum of 16 square feet of signage will feature your company name and logo at ICE CORP Summer Event.
- Your Company Name and Logo will be displayed on signage at our major events.
- Your Company Name & Logo will appear on print media advertising prior to and following major events.

SPIRIT SPONSOR * \$1,000

- Same as Friendship Sponsor PLUS...
- Your Company Name on our website for one full year.
- Your Company Name recognition at sponsored events by Spirit Sponsor Signage.

FRIENDSHIP SPONSOR * \$500

- Your Company Name recognition at sponsored events by Friendship Sponsor signage.
- Fee Waiver for your company float in annual Santa Claus Parade the last Sunday of each November

SPONSORSHIP

Sponsors are vital to our organization.

While we value our partners who are able to provide financial donations, we also value those who are able to provide in-kind donations that go along way in keeping our costs down.

Please contact us if you are interested in providing a smaller financial donation or are interested in partnering through an in-kind donation of services, equipment or supplies. We appreciate everyone who helps make Innisfil a more welcoming and inclusive place to work, play and live.

CONTACT: INFO@ICECORP.ORG



SPONSORSHIP PACKAGE



WWW.ICECORP.ORG

MISSION STATEMENT

We celebrate Innisfil and support community needs by organizing family and social events in partnership with local business in the spirit of friendship and fun.

BUILDING COMMUNITY VALUES

ICECorp was formed in 1996 by a group of volunteers dedicating their time and efforts to enhancing recreation and events within the Town of Innisfil.

Our organized events have attracted thousands of people year after year. For over 20 years we have been able to create community memories and make valuable contributions to our community through the support of our sponsors.

Our events are used to fund raise allowing us to donate any profits back into the community. In our first 20 years ICECorp raised over \$200,000 which has been used for Innisfil and community benefits such as:

- *Innisfil Recreation Centre Building Fund*
- *Support of charities such as Gilda's Club of Simcoe Muskoka, Innisfil Food Bank, Christmas for Kids, Barrie & District Christmas Cheer and other local charities*
- *Support of local families in need*
- *Town recreation improvements such as elevator at Stroud Arena, Skateboard parks at Stroud & Lefroy, improvement of original boat launch at Innisfil Park, creation of first outdoor rink at Innisfil Park*

Building a vibrant community takes commitment and partnership with local business and the Town of Innisfil. We are proud to have dedicated our time to this effort.

We could not have accomplished our community goals without the support of our sponsors, volunteers, and families who have attended and enjoyed our events.

With your support we will continue to improve the entertainment experience of our events and give back to our community in return.

OUR EVENTS

ONIONFEST

OnionFest is an exciting opportunity for ICECORP to expand on the success of Summerfest and RibFest to bring a unique Innisfil inspired festival that celebrates the heritage, and culture of the community.

- *Exciting Midway with games and rides for the children.*
- *Vendor and Volunteer Fair that helps showcase the community groups and businesses in the area.*
- *Food Trucks, professional BBQers and lots of great food and drinks.*
- *Professional entertainment stage with multicultural and inclusive entertainment*

SANTA CLAUS PARADE

Our second largest event is the Santa Claus Parade which is held the last Sunday in November at 1:30 pm in Alcona running from Innisfil Beach Park to Jans Boulevard, featuring:

- *Over 70 parade entries including decorated floats, bands and dancers*
- *Volunteers collecting letters from children for delivery to North Pole*
- *The star of the Show- Santa Claus, with approximately 10,000 children and adults eagerly anticipate this parade and it is rated one of the best Santa Claus Parades in the area.*

OTHER EVENTS

ICECORP continues to partner with the community to provide fun and community driven events for all of Innisfil. We continue to be a valued participant in many events throughout the year.

Food Collection for Innisfil Food Bank at all of our events.

NEW YEAR'S EVE SKATE & FIREWORKS

Our annual New Year's Eve Skate & Fireworks is held every New Year's Eve December 31st from 5pm to 7:30 pm at the Innisfil Recreation Centre featuring:

- *Skating, swimming, and open gymnasium activities for everyone.*
- *Hot dogs, pizza and hot chocolate*
- *Everyone has the opportunity to win the Prize Draws*
- *Fantastic fireworks display*

The early timing of this event allows parents to attend other New Year's festivities later in the evening.



INNISFIL POLAR DIP

Our annual Polar Dip is held the Saturday following the Family Day weekend in February at Innisfil Beach Park, featuring:

- *Approximately 50 brave jumpers take the Polar Dip plunge into frigid Lake Simcoe*
- *All sorts of entertaining Polar Jumper costumes*
- *Polar Dip Event is a fundraiser for local charities*

Charities such as Gilda's Club of Simcoe Muskoka (Cancer Support Centre) and My Sister's Place Domestic Abuse Shelter for Women and Children have benefited from this event.

