



ICE LIGHTS SPONSORSHIP PACKET

SPRINKER RECREATION CENTER

CONTACT

Mark Richards, Recreation Supervisor
Sprinker Recreation Center
14824 "C" Street S. Tacoma, WA 98444
(253) 798-4030
mark.richards@piercecountywa.gov



WELCOME TO ICE LIGHTS



ABOUT

Every year Sprinker Recreation Center transforms into a winter wonderland filled with magical snow, dazzling lights, and holiday cheer. Pierce County Parks invites you to be part of the first ever ICE Lights, an event that families can build new traditions around.

ICE Lights will have over 35,000 lights staged inside the ice arena to create a magical experience for the community. We anticipate up to 16,000 visitors during this exciting inaugural season. Below are a few of the highlights that will make ICE Lights one of the South Sound's signature holiday event:

- Ice Skating
- Ice Bumper Cars
- Holiday Photo Ops
- 400' Long Light Curtain
- Snow Machines
- Santa Mail Station
- Choreographed Light Show with Giant Singing Christmas Tree

It is important to Pierce County Parks to offer a variety of sponsorship opportunities that are attractive and affordable to our local business community. Please review the options in the packet and let us know which one works best for you. We look forward to highlighting your business this coming holiday season!

CONTACT:

Mark Richards, Recreation Supervisor
 (253) 798-4030
mark.richards@piercecountywa.gov

Thank You For Your Support!

2021 SPONSORSHIP LEVELS

	Premier Sponsor \$2,000	Community Sponsor \$750	Supporting Sponsor \$500
Logo on Zamboni	X		
Daily Sponsor Announcements	X		
Handout Opportunities	X	X	
Electronic Readerboard (Pacific Avenue)	L	M	S
Logo on Ice Rink Dasher Boards	L	M	S
Social Media Recognition	L	M	S
Event Website Recognition	L	M	S
Logo on Advertising Banners	L	S	
Digital Message Board	X	X	X
Banner in Ice Arena	X	X	X
Logo Placed on Skate Helper	X	X	
Parks Winter Digital Adventure Guide	X	X	
Complimentary Ice Skating Passes	50	20	10
Complimentary Ice Bumper Car Passes	12	6	2
\$1 Off Coupons for Distribution	500	250	75

Logo size: L = Large, M = Medium, S = Small | X = Included in sponsorship

2021 SPONSORSHIP OPPORTUNITIES

Logo On The Zamboni

A 1' x 2' or 14" x 14" vinyl sticker of your logo will be produced and placed on the front sides of the zamboni. The zamboni resurfaces the ice rink eight to ten times per day; this equates to over 728 hours the zamboni will be viewed by the public each year! The logo will remain on the zamboni to be seen outside of the ICE Lights event. Other high profile events such as skating competitions, ice shows, hockey tournaments, and public ice skate sessions make this a great way to showcase your business.



Daily Sponsor Announcements

Your business will be announced during all ice cut breaks just before the zamboni enters the ice. This equates to more than 120 announcements throughout the ICE Lights event.

Handout Opportunities

Sponsors have the opportunity to provide printed promotional handouts to be distributed to our skating customers during selected time frames.

Electronic Reader Board Advertisements

Sponsor's logo will be placed on the Pierce County Parks digital readerboard located on the corner of Pacific Avenue (Highway 7) and Military Road. Sponsor's logo will run two weeks prior to the start of the event being viewed by over 80,000 vehicles driving through this intersection daily.

- Premier Sponsor: Sponsor logo run 7 days week
- Community Sponsor: Sponsor logo run 4 days week
- Supporting Sponsor: Sponsor logo run 2 days week

Rink Dasher Board Advertisement

Sponsor's logo or name will be placed on a 33.5" x 96" dasher board located inside the rink. Ads will remain posted for up to one year and are available in three different sizes.

- Premier Sponsor: Large
- Community Sponsor: Medium
- Supporting Sponsor: Small



Social Media / Website

Your company name, logo, and/or internet link to your business will be placed on the Sprinker Recreation Center and Pierce County Park social media sites and on the ICE Lights website event pages along with sponsored posts.

- Premier Sponsor: Sponsor name, logo, and internet/social link to sponsor business
- Community Sponsor: Sponsor name and logo
- Supporting Sponsor: Sponsor name

2021 SPONSORSHIP OPPORTUNITIES

Advertising Banners

Sponsor logos will be featured on multiple 6' X 20' vinyl banners located throughout the community. Banner locations include the T-intersection of "C" Street and Military Road as well as inside Spanaway Park during the Fantasy Lights drive through event that drew over 173,000 vehicles in 2019.

Digital Message Board

Your company's name and logo will be displayed on a digital message board located inside of Sprinker Recreation Center during the event.

Hanging Banners

Sponsor provided banners will be hung inside the ice arena for the duration of the ICE Lights event. Banners can be a maximum size of 4' by 8' in length.

Skate Helpers

Sponsor's logo will be placed on our very popular skate helpers for one year. Skate helpers are a safe and durable ice skating aid to help young and adult skaters balance and learn how to skate on the ice rink. The logo size will be 11" x 8.5" and be placed on the front of the skate helpers. Sprinker Recreation Center has 20 skate helpers that are rented over 4,000 times throughout the year including our learn to skate and hockey programs.



Parks Winter Digital Adventure Guide

Sponsor's logo will be listed on the event page inside the Pierce County Parks digital Winter Adventure Guide.

Complimentary Ice Skating & Ice Bumper Car Passes

Complementary passes will be given to Sponsors for both public ice skating sessions and ice bumper car sessions valid November 26, 2021 through August 31, 2022.

- Premier Sponsor: 50 ice skating passes and 12 bumper car passes
- Community Sponsor: 20 ice skating passes and 6 bumper car passes
- Supporting Sponsor: 12 ice skating passes and 2 bumper car passes

\$1 Off Coupons

Sponsors will receive \$1 Off coupons that are valid during the ICE Lights event sessions for the current year.

- Premier Sponsor: 500 \$1 Off coupons
- Community Sponsor: 250 \$1 Off coupons
- Supporting Sponsor: 75 \$1 Off coupons





EVERYDAY ADVENTURES

ICE LIGHTS SPONSORSHIP PACKET

SPRINKER RECREATION CENTER

PIERCE COUNTY PARKS

.....
Sprinker Recreation Center
14824 C Street South, Tacoma, WA 98444
(253) 798-4000
www.piercecountywa.gov/parks
.....