

Hawaiian Airlines Kristi Yamaguchi Downtown Ice



Kristi Yamaguchi Downtown Ice, located in a spectacular setting—the Circle of Palms between the Fairmont Hotel and San Jose Museum of Art in the heart of downtown San Jose—provides world-class entertainment and recreational experiences.

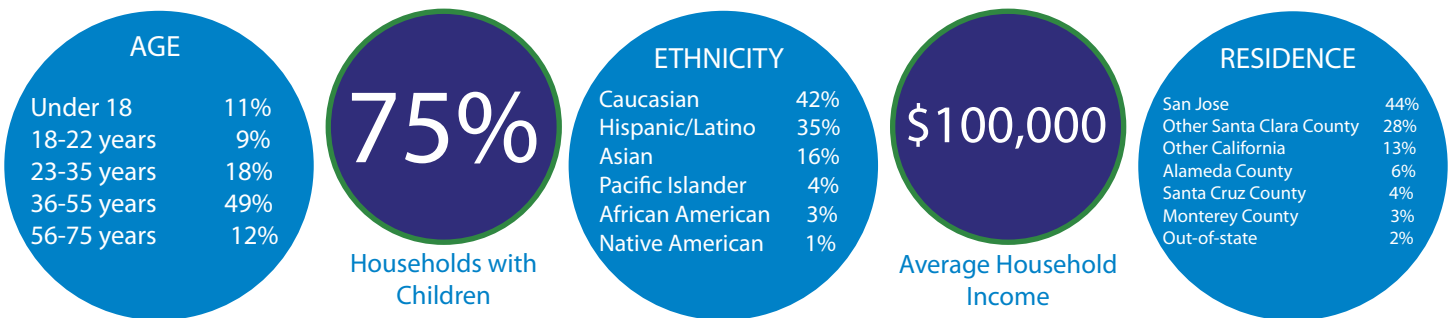
Kristi Yamaguchi Downtown Ice, the South Bay's largest seasonal outdoor ice skating rink, is produced by the San Jose Downtown Association. This family friendly destination boasts 55,000 skaters with more than 100,000 spectators.

Downtown Ice is the crown jewel of all the holiday activities in San Jose which combined, attract more than a half million visitors to downtown.

Event Beneficiary

Founded in 1996 as a non-profit charity, Kristi Yamaguchi's Always Dream Foundation was established to support organizations and programs that have a positive influence on children. In January 2010, the Foundation completed the Always Dream Play Park, located in Fremont, California. This park is a place where children of all abilities can play together, including those with physical and developmental disabilities.

DRAWING ITS AUDIENCE FROM THE LARGEST CITY IN THE BAY AREA AND THE THIRD LARGEST CITY IN CALIFORNIA, KRISTI YAMAGUCHI DOWNTOWN ICE ATTRACTS AN APPEALING DEMOGRAPHIC AUDIENCE.



San Jose and SJDA

San Jose has a world-renowned quality of life, offering a wide variety of exciting cultural, recreational, educational and entertainment opportunities. In addition, the City of San Jose has the nation's best public safety record of any metropolitan area, a ethnic diversity and a beautiful climate. The San Jose Downtown Association (SJDA) represents business and property owners, working to enhance downtown's vitality and livability. The non-profit membership-based organization was founded in 1986.



Sponsorship Opportunities

For details on sponsorship benefits please contact
Joe Noonan at jnoonan@sjdowntown.com
or 408-279-1775 x322

Event Sponsorship:	\$5,000
Activation Sponsor:	\$7,500
Supporting Sponsor:	\$10,000
Associate Level Sponsor:	\$25,000
Presenting Level Sponsor:	\$50,000
Onsite Sponsor:	starting at \$300 per day
Dasherboard on the Ice:	\$1,500
Dasherboard/LCD Combo:	\$1,700
Schools on Skates Program Sponsor:	starting at \$2,500 per event
Private Skate Party:	starting at \$2,500 per event

CROSS SPONSOR BENEFITS

Listed below are benefits that are common between: **Presenting, Associate, Supporting, Sponsors**. Corresponding sponsorship pages list benefits that are only specific to that level of sponsorship.

TOP LINE BENEFITS

- Extensive visibility for more than 9-weeks throughout Silicon Valley.
- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with Olympic Gold Medalist Kristi Yamaguchi and the ice rink's non-profit beneficiary, Kristi Yamaguchi's Always Dream Foundation.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 2,200 businesses.

OUTDOOR ADVERTISING ENTITLEMENTS

- Company logo included in 75 light rail station posters, 25 transit/bus shelters, 24 outdoor billboards, 25 VTA bustails, 4 posters on automatic public toilets kiosks, and 5 pedi-cab signs. Total Value: \$92,300

PRINT ADVERTISING ENTITLEMENTS

- Company name or logo included in more than 185 print ads in the San Jose Mercury News, Silicon Valley Community Newspapers & San Mateo County Times, El Observador, Content Magazine, Discover Magazine and in playbills for Broadway SJ and Children's Musical Theater SJ. Total Value: \$377,720

MARKETING, EVENTS & PROMOTIONAL OPPORTUNITIES

- Opportunity to staff an on-site 10' x 10' promotional tent for five days during the ice rink season to distribute product samplings or engage with the public.

E-MARKETING

- Company name and logo in Downtown Dimension, 4-color printed monthly newsletter distributed to 4,000 downtown businesses, SJDA members and community leaders. Total Value: \$500
- Company name and logo in Downtowner Online, SJDA's weekly e-newsletter with direct distribution to 4,500 recipients with an estimated total distribution of 8,000-10,000. Total Value: \$1000
- Company name inclusion in KQED member e-blast and "on Q" magazine. Total Value: \$4,500

WEBSITE

- Company logo and link on the Downtown Ice web page (64,892 page views of which 52,079 were unique page views (from November – January) for one year.
- Sponsor recognition on sjdowntown.com website for one year.

PUBLIC RELATIONS

- Company name included on all public relations and press materials.

PRESENTING SPONSOR

TOP LINE BENEFITS

- Category exclusivity and first right of refusal for 2016/17 ice rink season.

POSITIONING

- Company name is incorporated into the event title — Kristi Yamaguchi Downtown Ice presented by (your company name here) — and is positioned within the top one third of all marketing, advertising and promotional pieces.

BROADCAST ADVERTISING ENTITLEMENTS

- Company logo included in more than 100 Public Service Announcements on NBC Bay Area and Telemundo. Total Value: \$100,000
- Company name included in more than 200 radio spots, mentions and online ads (KBAY, Mix106.5, KFOX 98.5/102.1 and two Univision stations.) Total Value: \$200,000

CINEMA/SCREEN ADVERTISEMENT ENTITLEMENTS

- Company logo included on rotating screens in Convention Center and banner ads on Team San Jose website. Total Value: \$2,000
- Company logo included on in-arena screen ads at SAP Center during up to 16 San Jose Sharks home games. Total Value: \$8,000

ON-SITE RECOGNITION AND BRANDING ENTITLEMENTS & OPPORTUNITIES

- Company name and logo on four ice portal locations.
- Company logo placed on "Rink Skirt" facing Market St. Value \$5000
- Company name and logo on four ice portal locations. Value: \$4,000
- Company name and logo on two ice rink dasher board signs. Value: \$3000
- Company name and logo rotating on two LCD screens in the waiting/Queue line and skate deck, reaching over 100,000 impressions per season. \$5000

MARKETING, EVENTS & PROMOTIONAL OPPORTUNITIES

- Company name and logo featured on more than 25,000 event fliers, 10,000 event passes, and 150 posters
- Opportunity to actively participate in Downtown Ice Opening Ceremony.
- Opportunity to host one Schools on Skates session for up to (200) local youth from underserved schools. Value: \$2500

VIP/HOSPITALITY ENTITLEMENTS

- 200 admission and skate rental tickets.
- Dedicated communications staff will work in partnership with your company to ensure continuity and effective messaging.

ALL ABOVE LISTED BENEFITS AND CROSS SPONSOR BENEFITS ON PAGE 3 ARE INCLUDED

TOTAL INVESTMENT: \$50,000

ASSOCIATE SPONSOR

TOP LINE BENEFITS

- Category exclusivity and first right of refusal for 2016/17 ice rink season.

POSITIONING

- Company name is incorporated into the event title — Kristi Yamaguchi Downtown Ice in association with (your company name here) — and is positioned within the top one third of all marketing, advertising and promotional pieces.

BROADCAST ADVERTISING ENTITLEMENTS

- Company logo included in more than 100 Public Service Announcements on NBC Bay Area and Telemundo. Total Value: \$100,000
- Company name included in more than 200 radio spots, mentions and online ads (KBAY, Mix106.5, KFOX 98.5/102.1 and two Univision stations.) Total Value: \$200,000

CINEMA/SCREEN ADVERTISEMENT ENTITLEMENTS

- Company logo included on rotating screens in Convention Center and banner ads on Team San Jose website. Total Value: \$2,000
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ON-SITE RECOGNITION AND BRANDING ENTITLEMENTS & OPPORTUNITIES

- Company name and logo on four ice portal locations. Value: \$4,000
- Company name and logo on two ice rink dasher board signs. Value: \$3000
- Company name and logo rotating on two LCD screens in the waiting/Queue line and skate deck, reaching over 100,000 impressions per season. \$5000

MARKETING, EVENTS & PROMOTIONAL OPPORTUNITIES

- Company name and logo featured on more than 25,000 event fliers, 10,000 event passes, and 150 posters
- Opportunity to actively participate in Downtown Ice Opening Ceremony.

VIP/HOSPITALITY ENTITLEMENTS

- 150 admission and skate rental tickets.
- Dedicated communications staff will work in partnership with your company to ensure continuity and effective messaging.

ALL ABOVE LISTED BENEFITS AND CROSS SPONSOR BENEFITS ON PAGE 3 ARE INCLUDED

TOTAL INVESTMENT: \$25,000

SUPPORTING SPONSOR

BROADCAST ADVERTISING ENTITLEMENTS

- Company logo included in more than 100 Public Service Announcements on NBC Bay Area and Telemundo. Total Value: \$100,000
- Company name included in more than 200 radio spots, mentions and online ads (KBAY, Mix106.5, KFOX 98.5/102.1 and two Univision stations.) Total Value: \$200,000

CINEMA/SCREEN ADVERTISMENT ENTITLEMENTS

- Company logo included on rotating screens in Convention Center and banner ads on Team San Jose website. Total Value: \$2,000
- Company logo included on in-arena screen ads at SAP Center during up to 16 San Jose Sharks home games. Total Value: \$8,000

ON-SITE RECOGNITION AND BRANDING ENTITLEMENTS & OPPORTUNITIES

- Company name and logo on two ice rink dasher board signs. Value: \$3000
- Company name and logo rotating on two LCD screens in the waiting/Queue line and skate deck, reaching over 100,000 impressions per season. \$5000

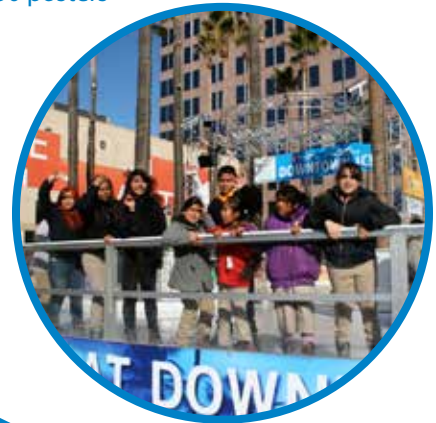
MARKETING, EVENTS & PROMOTIONAL OPPORTUNITIES

- Company name and logo featured on more than 25,000 event fliers, and 150 posters
- Opportunity to actively participate in Downtown Ice Opening Ceremony.

VIP/HOSPITALITY ENTITLEMENTS

- 150 admission and skate rental tickets.
- Dedicated communications staff will work in partnership with your company to ensure continuity and effective messaging.

ALL ABOVE LISTED BENEFITS AND CROSS SPONSOR BENEFITS ON PAGE 3 ARE INCLUDED



TOTAL INVESTMENT: \$10,000

ACTIVATION SPONSOR

ON-SITE RECOGNITION AND BRANDING ENTITLEMENTS & OPPORTUNITIES

- Company name and logo on two ice rink dasher board signs. Value: \$3000
- Company name and logo rotating on two LCD screens in the waiting/Queue line and skate deck, reaching over 100,000 impressions per season. \$5000

MARKETING, EVENTS & PROMOTIONAL OPPORTUNITIES

- Company name and logo featured on more than 25,000 event fliers, and 150 posters
- Opportunity to actively participate in Downtown Ice Opening Ceremony.

VIP/HOSPITALITY ENTITLEMENTS

- 35 admission and skate rental tickets.

TOTAL INVESTMENT: \$7,500



EVENT SPONSOR

ON-SITE RECOGNITION AND BRANDING ENTITLEMENTS & OPPORTUNITIES

- Company name and logo on two ice rink dasher board signs. Value: \$3000
- Company name and logo rotating on two LCD screens in the waiting/Queue line and skate deck, reaching over 100,000 impressions per season. \$5000

MARKETING, EVENTS & PROMOTIONAL OPPORTUNITIES

- Company name and logo featured on more than 25,000 event fliers, and 150 posters
- Opportunity to actively participate in Downtown Ice Opening Ceremony.

VIP/HOSPITALITY ENTITLEMENTS

- 20 admission and skate rental tickets.

TOTAL INVESTMENT: \$5,000



SCHOOL ON SKATES

An opportunity for community outreach and involvement! As a School on Skates sponsor your organization can sponsor a skate session for underserved children this holiday season. SJDA will pair your donation with a local school and work out all the details necessary to facilitate a free two-hour skate session including skate rental fees. Sponsors are encouraged to participate, send your team to the event to interact with the school kids - they always need help putting on skates and staying upright on the ice!

PROGRAM BENEFITS

- Free skate session and skate rental for up to 200 children.
- Special recognition on social media and press release issued prior to session.
- Recognition in Downtown Dimensions newsletters (4-color printed monthly newsletter distributed to 4,000 downtown businesses, SJDA members and community leaders).
- Company logo and link on Downtown Ice website for one year.
- A shipment of hand-written thank-you letters from a group of extremely happy students, teachers and parents.
- A sense of satisfaction for giving back to the community during the holiday season.

TOTAL COST: \$2,500



PRIVATE SKATE PARTY

Invite employees and clients to embrace the holiday season at Downtown Ice and treat them to a memory they will cherish... skating through and around the palm trees and within the sight of Christmas in the Park. The private skate party brings everyone together in a festive atmosphere framed against the one of the country's finest backdrops.

PROGRAM BENEFITS

- Two hour private skate session with skate rental for up to 200 adults and children.
- Catering is available through "Catered Too!" at additional cost - this can be hot cocoa and snacks or a full lunch/dinner on the skate deck attached to the ice rink.

TOTAL COST: \$2,500



DASHBOARD & LCD SCREEN SPONSOR

TOP LINE BENEFITS

- Extensive visibility for more than 9-weeks throughout Silicon Valley.
- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with Olympic Gold Medalist Kristi Yamaguchi and the ice rink's non-profit beneficiary, Kristi Yamaguchi's Always Dream Foundation.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 2,200 businesses.

LCD SCREEN & DASHBOARD SPONSOR - \$1,700 (\$1,300 for current BID members)

- Company name and logo on one ice rink dasher board sign.
- :30 second ad displayed on 42" LCD screen located in queue line looped every ten minutes.
- Ad on display for 86 days providing thousands of quality impressions, both images and video are available.
- Artwork deadline: Friday, October 28, 2016.

LCD SCREEN SPONSOR ONLY - \$500

- :30 second ad displayed on 42" LCD screen located in queue line looped every ten minutes.
- Ad on display for 86 days providing thousands of quality impressions, both images and video are available.
- Artwork deadline: Friday, October 28, 2016

DASHBOARD SPONSOR ONLY - \$1,500 (\$1,000 for BID members)

- Company name and logo on one ice rink dasher board sign.
- Artwork deadline: Friday, October 28, 2016



DASHBOARD & LCD SCREEN SPONSOR



ARTWORK SPECS

DASHER BOARD ARTWORK INSTRUCTIONS AND PRODUCTION GUIDE

- Prepare a graphics file in Adobe Illustrator.
- Set your document/page setup at full scale 32" x 66" or 50% scale at 16" x 33".
- Call out colors in the Illustrator file with the appropriate PMS number (s). This will allow Signs Now to use their own CMYK colors, which will be the closest matches within Signs Now printing system.
- Convert all text to outline. This step will eliminate any issues with the font.
- Place any bitmap or other images into the Illustrator file and save as an eps file format
- Artwork deadline: Friday, October 28, 2016

Submit artwork by one of the two methods below:

1. Email artwork to signsnow292@sbcglobal.net and cc: jnoonan@sjdowntown.com
2. If file size is too large for e-mail, please use file transfer (Dropbox or other) to send images

ROTATING LCD SCREEN AD ARTWORK SPEC SHEET

STILL SLIDES: (note – we can take up to 4 slides in succession to tell a story):

- Prepare an RGB graphics file as either .JPG or preferably .TIFF file
- Image size = scale for 34.9" w x 19.6" h screen dims and 1280 x 720 pixels or 1920 x 1080
- Image DPI = 300 pixels per inch
- Artwork deadline: Friday October 28, 2016

FLASH/VIDEO:

- Creators need to export them into video, preferably MPEG files
- Keep length to 1 minute in length or shorter
- We cannot support progressive/interlaced JPEG images, only baseline JPEG's.

Format	Resolution	Video Bitrate	Audio Codec	Audio Bitrate
MPEG-4	Up to 720x480	Up to 4Mbps	MPEG-1 Layer 3	128 ~ 224 kbit/s
MPEG-1	Up to 720x480	Up to 4Mbps	MPEG-1 Layer 3	128 ~ 224 kbit/s

Regardless of the resolution, all videos are played in 16:9 or 4:3 aspect ratio,