



Kristi Yamaguchi's
Downtown Ice

Northern California's premier outdoor holiday rink

Produced by San Jose Downtown Association

Title Sponsor

“COMPANY NAME” Kristi Yamaguchi Downtown Ice

OVERVIEW

- Extensive visibility for 10-weeks throughout Silicon Valley during holiday season
- 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, Always Dream Foundation

NAMING RIGHTS

- Company name is incorporated into the event title - “COMPANY NAME” Kristi Yamaguchi Downtown Ice
- Category exclusivity and right of first refusal for 2018/19 ice rink season

COMMUNITY ENGAGEMENT

- Opportunity to host a “Community Skating Day during the Holidays” including free skating and skate rental to attendees during a specified timeframe prior to December 22
- Ability to provide 500 admission and skate rental tickets to community groups, employees or clients
- Opportunity to actively participate in Downtown Ice Opening Celebration

ON-SITE SIGNAGE

- Company name/logo on four ice portal locations and two ice rink dasherboard signs
- Company name/logo rotating on two LCD screens in the waiting line and skate deck
- Company name/logo featured on more than 25,000 event fliers, 10,000 event passes and 150 posters
- Company name/logo featured on front ice rink skirt facing Market Street

ADVERTISING/MARKETING & BRANDING

- Company name/logo included in more than 185 print ads
- Company name/logo featured on more than 25,000 event fliers, 10,000 event passes and 150 posters
- Company name/logo included in 75 light rail station posters, 50 transit/bus shelters, 12 outdoor billboards, 25 VTA bustails, 4 posters on automatic public toilets kiosks, and 5 pedi-cab signs
- Company name/logo included on rotating screens in Convention Center
- Company name/logo included on in-arena screen ads at up to 16 San Jose Sharks home games
- Company Name included in more than 100 Public Service Announcements on NBC Bay Area and Telemundo
- 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)
- Company name/logo in Downtown Dimension, 4-color printed monthly newsletter distributed to 6,000 downtown businesses, SJDA members and community leaders
- Company name/logo in Downtowner Online, SJDA’s weekly e-newsletter with direct distribution to 6,300 recipients with an estimated total distribution of 8,000-10,000
- Company name/logo inclusion in KQED member e-blast and “on Q” magazine
- Company name inclusion on at least 2 ticketing deal sites (TravelZoo and Goldstar) reaching over 100,000 impressions; plus, “downtownicesj.com” receives 100,000+ web views
- Facebook: 60,000+ impressions, 2000+ clicks over 25 posts; Twitter & Instagram will reach 10,000 fans
- Company name included on all public relations and press materials

TOTAL INVESTMENT: \$75,000

Presenting Sponsor

Kristi Yamaguchi Downtown Ice presented by "COMPANY NAME"

OVERVIEW

- Extensive visibility for 10-weeks throughout Silicon Valley during holiday season
- 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, Always Dream Foundation

NAMING RIGHTS & EXCLUSIVITY

- Company name is incorporated into the event title - Kristi Yamaguchi Downtown Ice presented by COMPANY NAME
- Category exclusivity and right of first refusal for 2018/19 ice rink season

COMMUNITY ENGAGEMENT

- Opportunity to host a "Schools on Skates" including free skating and skate rental for up to 150 youth
- Ability to provide 200 admission and skate rental tickets to community groups, employees or clients
- Opportunity to actively participate in Downtown Ice Opening Celebration

ON-SITE SIGNAGE

- Company name/logo on four ice portal locations and two ice rink dasherboard signs
- Company name/logo rotating on two LCD screens in the waiting line and skate deck

ADVERTISING/MARKETING & BRANDING

- Company name/logo included in more than 185 print ads
- Company name/logo featured on more than 25,000 event fliers, 10,000 event passes and 150 posters
- Company name/logo included in 75 light rail station posters, 50 transit/bus shelters, 12 outdoor billboards, 25 VTA bustails, 4 posters on automatic public toilets kiosks, and 5 pedi-cab signs.
- Company name/logo included on rotating screens in Convention Center
- Company name/logo included on in-arena screen ads at up to 16 San Jose Sharks home games
- Company Name included in more than 100 Public Service Announcements on NBC Bay Area and Telemundo
- 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)
- Company name/logo in Downtown Dimension, 4-color printed monthly newsletter distributed to 6,000 downtown businesses, SJDA members and community leaders
- Company name/logo in Downtowner Online, SJDA's weekly e-newsletter with direct distribution to 6,300 recipients with an estimated total distribution of 8,000-10,000
- Company name/logo inclusion in KQED member e-blast and "on Q" magazine
- Company name inclusion on at least 2 ticketing deal sites (TravelZoo and Goldstar) reaching over 100,000 impressions; plus, "downtownicesj.com" receives 100,000+ web views
- Facebook: 60,000+ impressions, 2000+ clicks over 25 posts; Twitter & Instagram will reach 10,000 fans
- Company name included on all public relations and press materials

TOTAL INVESTMENT: \$50,000

Associate Sponsor

Kristi Yamaguchi Downtown Ice Skate Deck in association with COMPANY NAME

OVERVIEW

- Extensive visibility for 10-weeks throughout Silicon Valley during holiday season
- 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, Always Dream Foundation

NAMING RIGHTS & EXCLUSIVITY

- Company name/logo/images are incorporated into the skate deck through 5 bench wrappings
- Category exclusivity and right of first refusal for 2018/19 ice rink season

COMMUNITY ENGAGEMENT

- Ability to provide 150 admission and skate rental tickets to community groups, employees or clients
- Opportunity to actively participate in Downtown Ice Opening Celebration

ON-SITE SIGNAGE

- Company name/logo on two ice portal locations and two ice rink dasherboard signs
- Company name/logo rotating on two LCD screens in the waiting line and skate deck

ADVERTISING/MARKETING & BRANDING

- Company name/logo included in more than 185 print ads
- Company name/logo featured on more than 25,000 event fliers, 10,000 event passes and 150 posters
- Company name/logo included in 75 light rail station posters, 50 transit/bus shelters, 12 outdoor billboards, 25 VTA bustails, 4 posters on automatic public toilets kiosks, and 5 pedi-cab signs.
- Company name/logo included on rotating screens in Convention Center
- Company name/logo included on in-arena screen ads at up to 16 San Jose Sharks home games
- 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)
- Company name/logo in Downtown Dimension, 4-color printed monthly newsletter distributed to 6,000 downtown businesses, SJDA members and community leaders
- Company name/logo in Downtowner Online, SJDA's weekly e-newsletter with direct distribution to 6,300 recipients with an estimated total distribution of 8,000-10,000
- Company name/logo inclusion in KQED member e-blast and "on Q" magazine
- Company name inclusion on at least 2 ticketing deal sites (TravelZoo and Goldstar) reaching over 100,000 impressions; plus, "downtownicesj.com" receives 100,000+ web views
- Facebook: 60,000+ impressions, 2000+ clicks over 25 posts; Twitter & Instagram will reach 10,000 fans
- Company name included on all public relations and press materials

TOTAL INVESTMENT: \$25,000

Supporting Sponsor

OVERVIEW

- Extensive visibility for 10-weeks throughout Silicon Valley during holiday season
- 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, Always Dream Foundation

COMMUNITY ENGAGEMENT

- Ability to provide 150 admission and skate rental tickets to community groups, employees or clients
- Opportunity to actively participate in Downtown Ice Opening Celebration

ON-SITE SIGNAGE

- Company name/logo on two ice rink dashboard signs
- Company name/logo rotating on two LCD screens in the waiting line and skate deck

ADVERTISING/MARKETING & BRANDING

- Company name/logo featured on more than 25,000 event fliers, 10,000 event passes and 150 posters
- Company name/logo included in 75 light rail station posters, 50 transit/bus shelters, 12 outdoor billboards, 25 VTA\ bustails, 4 posters on automatic public toilets kiosks, and 5 pedi-cab signs.
- Company name/logo included on in-arena screen ads at up to 16 San Jose Sharks home games
- Company name/logo in Downtown Dimension, 4-color printed monthly newsletter distributed to 6,000 downtown businesses, SJDA members and community leaders
- Company name/logo in Downtowner Online, SJDA's weekly e-newsletter with direct distribution to 6,300 recipients with an estimated total distribution of 8,000-10,000
- Company name/logo inclusion in KQED member e-blast and "on Q" magazine
- Company name inclusion on at least 2 ticketing deal sites (TravelZoo and Goldstar) reaching over 100,000 impressions: plus "downtownicesj.com" receives 100,000+ web views
- Facebook: 60,000+ impressions, 2000+ clicks over 25 posts; Twitter & Instagram will reach 10,000 fans

TOTAL INVESTMENT: \$10,000

Event Sponsor

OVERVIEW

- Extensive visibility for 10-weeks throughout Silicon Valley during holiday season
- 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, Always Dream Foundation

COMMUNITY ENGAGEMENT

- Ability to provide 20 admission and skate rental tickets to community groups, employees or clients
- Opportunity to actively participate in Downtown Ice Opening Celebration

ON-SITE SIGNAGE

- Company name/logo on two ice rink dashboard signs
- Company name/logo rotating on two LCD screens in the waiting line and skate deck

ADVERTISING/MARKETING & BRANDING

- Company name/logo featured on more than 25,000 event fliers, 10,000 event passes and 150 posters

TOTAL INVESTMENT: \$5,000

Become a high-level sponsor today.
Contact Scott Knies sknies@sjdowntown.com or
Bree von Faith bvonfaith@sjdowntown.com