Nov. 15 - Jan. 12

Sponsorship Opportunities

**Holiday Tradition.**

Downtown Ice started in 1994 at San Carlos and Market streets at what is now the Marriott Hotel. The rink moved to Market and Balbach streets prior to the Circle of Palms. Kristi Yamaguchi has been part of Downtown Ice for nine seasons.

**Iconic.**

It is the only rink in the world that offers skating in and around a circle of 32 palm trees.

**Tons of Memories.**

Downtown Ice attracts 50,000 skaters per season. Since moving to the Circle of Palms, Downtown Ice has attracted 592,000 skaters and more than 1 million visitors. Plus, there have been many first dates and marriage proposals.
# Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Schools on Skates</td>
<td>$3,000</td>
</tr>
<tr>
<td>Private Party</td>
<td>$3,000</td>
</tr>
<tr>
<td>Dasher/LCD Combo</td>
<td>$2,000</td>
</tr>
<tr>
<td>Dasherboard</td>
<td>$1,700</td>
</tr>
<tr>
<td>LCD Ad</td>
<td>$800</td>
</tr>
<tr>
<td>On-Site Booth</td>
<td>starting at $600</td>
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</tbody>
</table>
Impact On & Off The Ice

By the #s

50,600 Skaters

126,500 Spectators

Over 550,000 people experience Downtown Ice

Over 40 million advertising impressions

Schools on Skates

10 Schools

1,200+ Students Impacted

Always Dream Foundation Literacy Event

Over 100 students experienced ice skating and a reading program featuring Kristi Yamaguchi and Polina Edmunds.

"Some of the shy ones that you normally see that are kind of like, you know, huddled and quiet in the corner, they are just amazing on the ice" says teacher Jessica Isla-Rutherford. (ABC7 News)
Our Skaters & Spectators

Demographics

- Caucasian 33.9%
- Hispanic/Latino 27.7%
- African American 15.0%
- Native American 4.5%
- Asian 23.2%
- Pacific Islander 3.6%
- Other 5.4%

Skaters by Age

- 18-22 Years Old 20.0%
- 23-35 Years Old 20.0%
- 36-55 Years Old 25.0%
- Over 56 Years Old 5.0%
- Under 18 30.0%

Almost 90% visit downtown specifically to visit Downtown Ice

*demographic survey conducted every other year

“Nicely decorated ice rink under the palm trees outside the Museum of Art. Many events and specials through the season.”
- Sheung

“The staff is very friendly and ready to help. Very clean and well kept with a hot chocolate booth nearby.”
- Bernard

“Great seasonal rink where you can skate under palm trees. The skates are in great shape, often nearly new, and the ice is well-maintained.”
- Karl

“Me encanta patinar cada año aquí, la convivencia es muy buena y me gusta el lugar como está adornado.”
- Marco
### Advertising Reach

<table>
<thead>
<tr>
<th>Medium</th>
<th>Impressions Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td>9.5+ million print ad impressions</td>
</tr>
<tr>
<td></td>
<td>20,000 fliers &amp; 200 posters</td>
</tr>
<tr>
<td><strong>Outdoor</strong></td>
<td>26+ million impressions</td>
</tr>
<tr>
<td></td>
<td>3.4+ million impressions from transit marketing</td>
</tr>
<tr>
<td><strong>Digital</strong></td>
<td>1+ million impressions through partners</td>
</tr>
<tr>
<td></td>
<td>500,000+ impressions through website, social media and email</td>
</tr>
<tr>
<td><strong>TV &amp; Radio</strong></td>
<td>200+ public service announcements on TV</td>
</tr>
<tr>
<td></td>
<td>4 radio contests</td>
</tr>
<tr>
<td></td>
<td>100+ radio spots</td>
</tr>
</tbody>
</table>

Over 40 million impressions
Over $1 million in marketing and advertising
Gliding through the ups and downs of life together 💖

#iceskating #skating #figureskating #downtownice #downtownicerink #california #sj #sanjose

Organic Social Media

Plus, rated the best of...

11 Best Outdoor Ice Skating Rinks - SF Tourism Tips
Best Holiday Ice Skating Spots - Datebook/SF Chronicle
Best Ice Rink in Major Cities - Apartment Therapy
Event Sponsor

Opportunity for a private party, School on Skates or admission tickets

One **custom-branded dasherboard** sign on the ice rink

One **LCD screen ad** rotating in the waiting line and skate deck

Extensive visibility for **10 weeks** throughout **Silicon Valley** during the holidays and brand awareness in the center of **Downtown San Jose**

Strong affiliation with **Olympic Gold Medalist Kristi Yamaguchi** and the ice rink’s non-profit beneficiary, Always Dream Foundation

Participate in Opening Ceremony

**Total Investment: $5,000**
Schools on Skates

Sponsor a skate session for a local school with an opportunity to be on-site

Opportunity for **community outreach and involvement**

Employee engagement, including: skating with students, conversing with parents, and hosting giveaways and prizes

**Total Investment: $3,000**

Private Parties

Two hour private skate session with skate rentals for up to **200 guests**

Invite **employees and clients** to embrace the holiday season at Downtown Ice and skate through and around palm trees

**Total Investment: $3,000**

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