# WALNUT CREEK ON ICE



2026 CPWCD SPONSORSHIP OPPORTUNITIES

# WALNUT CREEK ON ICE

## NOV 20, 2026 - JAN 18, 2027

Now in its 21st season, Walnut Creek On Ice (WCOI) is a beloved and much anticipated community tradition located in Civic Park, brought to you by Walnut Creek Downtown Association and the City of Walnut Creek. The partially enclosed rink is open daily, rain or shine, offering over 9 weeks of continuous brand exposure to skaters, visitors, and thousands of vehicles passing by the venue. Partnerships make the magic happen!

A multimedia marketing campaign runs October through January providing even more valuable exposure to your brand during this very lucrative time of year. Marketing efforts include digital and print advertisement placements with local media outlets, social media, dedicated e-newsletters to opt-in subscribers, and cross-promotions with WCD accounts. Additionally, Walnut Creek On Ice operates through an independent website and ticketing platform.








- Walnut Creek on Ice is the Bay Area's largest, seasonal outdoor ice-skating rink (6,500 sq ft).
- Northern California's only Ice Slide, making Walnut Creek On Ice a unique experience.
- Central location just steps away from the East Bay's premier shopping & dining establishments
- The facility offers a unique special event space, skating academy, field trips, pick-up hockey, and a full calendar of community events.

### 2025 STATS

**33k+**
Skaters & Ice Sliders

**317**
Firepits Sold

**8**
week season

***Customized Benefits per Mutual Agreement***

## PRESENTING SPONSOR | $25,000

(1 Available)

**ON-SITE BENEFITS**

- **Tickets:** 30 skate passes
- **PA Announcements:** Weekly recognition throughout the season
- **Dasher Board**: 12' x 3' Presenting sponsor dasher board ad
- **Activation:** Opportunity to create attendee experience on-site
- **AD:** Display company ad on rink TV monitors throughout season.
- **Media Day Experience:** 30 guest passes to attend a private Media Day at the rink

**MARKETING BENEFITS**

- **"Presented By"** included in all marketing and advertising materials.
- **Posters & Flyers:** Logo on all prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement newsletter
- **Social Media:** 2 posts during season

## WONDERLAND SPONSOR | $18,000

(1 Available)

**ON-SITE BENEFITS**

- **Tickets:** 20 Skate & slide passes
- **PA Announcements:** 5 recognitions throughout the season
- **Dasher Board**: 6' x 3' dasher board ad
- **Advertising:** Opportunity to display company promotional materials on-site (one event date)
- **Media Day Experience:** 20 guest passes to attend a private Media Day at the rink

**MARKETING BENEFITS**

- **Posters & Flyers:** Logo on promotional prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement newsletter
- **Social Media:** 2 posts during season

## FROSTY'S SUMMIT SLIDE EXPERIENCE | $10,000

(1 Available)

**ON-SITE BENEFITS**

- **Tickets: 1**0 Skate & slide passes
- **PA Announcements:** 3 recognitions throughout the season
- **Dasher Board**: 6' x 3' dasher board ad
- **Advertising:** Opportunity to display company promotional materials on-site (one event date)
- **Media Day Experience:** 15 guest passes to attend a private Media Day at the rink
- **Banner:** Displayed over ice slide.
- **AD:** Display company ad on rink TV monitors throughout season.

**MARKETING BENEFITS**

- **Posters & Flyers:** Logo on promotional prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement newsletter

***Customized Benefits per Mutual Agreement***

## RINKSIDE FIREPIT EXPERIENCE

(2 Available)

## $10,000 ONE SPONSOR | $5,000 SPLIT SPONSORS

SOLD!

**ON-SITE BENEFITS**

- **Tickets:** 10 Skate & slide passes
- **PA Announcements:** 3 recognitions throughout the season
- **Dasher Board**: 6' x 3' dasher board ad
- **Media Day Experience:** 15 guest passes to attend a private Media Day at the rink
- **Banner:** Displayed in rinkside experience

**MARKETING BENEFITS**

- **Posters & Flyers:** Logo on promotional prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement in newsletter

## SKATE WALKERS | $10,000

(1 Avaiable)

**ON-SITE BENEFITS**

- **Tickets:** 20 Skate & slide passes
- **PA Announcements:** 3 recognitions throughout the season
- **Dasher Board**: 6' x 3' dasher board ad
- **Media Day Experience:** 15 guest passes to attend a private Media Day at the rink
- **AD:** Display company ad on rink TV monitors throughout season.

**MARKETING BENEFITS**

- **Posters & Flyers:** Logo on promotional prints.
- **Website:** Logo and link on the event webpage
- **Newsletter:** Acknowledgement in newsletter

## DASHER BOARD | $3,000

(26 Available)

**ON-SITE BENEFITS**

- **Dasher Board**: 6' x 3' dasher board ad
- **Media Day Experience:** 2 guest passes to attend a private Media Day at the rink

**MARKETING BENEFITS**

- **Website:** Logo and link on the event webpage

## COMMUNITY SPONSOR | $1,500

(12 Available)

**ON-SITE BENEFITS**

- **Dasher Board**: Logo on 6' x 3' dasher board ad with other community sponsors

**MARKETING BENEFITS**

- **Website:** Logo and link on the event webpage