SOCIALICE

Winter 2021
Downtown Rochester

An outdoor ice festival celebrating all things winter with life-sized ice sculptures, music surrounding the sculptures, photo ops, and more cold-weather fun!

Expected attendance: Only those people bold enough to brave the Minnesota winter weather.

SocialICE demographics: Ages 21-101, urban and trendy, intended for hardy Midwesterners

DowntownRochesterMN.com/SocialICE

SocialICE Partner Opps Winter 2021

	SocialICE Presenting Partner	Light Up the Night Partner	Premier Experience Partner	Photo Station Partner	Double Block Sculpture Partner	Wall of ICE Partner(s)
Investment	Please inquire	$7,000	$4,500	$3,000	$1,500	$525
Name attached to the event title	❄	❄				
Exclusivity	❄	❄				
Name mentioned in event media promotions	❄	❄				
Logo on print and digital marketing	❄	❄				
Self-promotional space on event site	❄	❄				
Blog post, video, or similar	❄	❄	❄			
Design your own ice carving(s) with logo	6 Ice Blocks	5 Ice Blocks	4 Ice Blocks	3 Ice Blocks	2 Ice Blocks	
Social media or e-newsletter mentions	12	10	8	6	4	
Logo on event web page with link	❄	❄	❄	❄	❄	
Logo inclusion on projection wall at event	❄	❄	❄	❄	❄	❄
Color logo on Wall of ICE (38” x 19”)	Add $525	Add $525	Add $525	Add $525	Add $525	❄

HAVE QUESTIONS/INTERESTED IN PARTNERING WITH US?

Contact Monika Kopet, RDA director of events & strategic partnerships
Phone: 507.216.9884
Email: mkopet@rdowntownalliance.com