



Sponsorship Opportunities

By sponsoring the 18th Annual Riverside Festival of Lights you will be offered a number of advertising opportunities. With an anticipated 11,000+ skaters and thousands more onlookers, tourists and families, you will have the opportunity to put your brand name in front of a highly lucrative market, at the time of year when exposure is most easily turned into sales and genuine interest.

Sponsorship Opportunities	Platinum \$40,000	Gold \$20,000	Silver \$10,000	Bronze \$5,000	Dasher Board \$2,500	Community \$1,000	Local \$500
ALL ADVERTISING INCLUSION – all media, radio, TV, press releases, web, print ads, posters, flyers, etc.	❄️						
BANNER AT THE ENTERTAINMENT STAGE – banner with sponsor name/logo prominently displayed	❄️						
SPONSOR LIVE-LINK LOGO ON WEBSITE – 1 year / 48,000+ visitors	❄️						
FREE SKATE SPONSOR – official sponsor of 2 hour FREE skate	❄️	❄️					
USE OF FESTIVAL OF LIGHTS MARKS & LOGOS	❄️	❄️					
RECOGNITION DURING SWITCH-ON CEREMONY – November 26, 2010 with over 50,000 people in attendance	❄️	❄️					
RADIO AND OTHER MEDIA MENTIONS	❄️	❄️					
PRIVATE PARTY DATE – FREE rink rental for 2 hours (date/time to be determined and agreed upon by City and Sponsor)	❄️	❄️					
LOGO ON WEBSITE – 1 year / 48,000+ visitors	❄️	❄️	❄️				
SPONSOR PROMOTIONAL MATERIALS ALLOWED – at the rink	❄️	❄️	❄️				
ADVERTISING INCLUSION – print ads, posters, flyers, etc.	❄️	❄️	❄️				
LOGO PLACED IN THE ICE – 6' x 6' one-color logo (30+ days)	❄️	❄️	❄️				
SPONSOR PA ANNOUNCEMENTS – daily mentions (30+ days)	❄️	❄️	❄️	❄️			
TENT/INTERACTIVE DISPLAY SPACE – date to be designated by the City	❄️	❄️	❄️	❄️			
SPONSOR DASHER BOARD – full-color logo (30+ days)	DOUBLE	DOUBLE	DOUBLE	DOUBLE	SINGLE		
COMMUNITY DASHER BOARD – name recognition (30+ days)	N/A	N/A	N/A	N/A	N/A	❄️	❄️

* Due to the nature and placement of decal advertising/dasher boards, ads may be damaged by a variety of sources. The City will replace damaged decals throughout the season to ensure all logos and contact information is legible and displayed as intended. There is a minimum of a 3-day lead time to re-order, print and re-install damaged dasher board ads.



Ticket Package Options

By purchasing a *Festival of Lights* Ticket Package not only will businesses have the opportunity to advertize in front of 11,000+ skaters and thousands more onlookers, tourists and families, they will also be able to offer employees, family and friends the unique experience of ice skating outdoors in Southern California with a backdrop of The Mission Inn Hotel & Spa and over three million twinkling lights.

Ticket Package Options	\$7, 500	\$6,250	\$3,500	\$1,250
ADVERTISING INLCUSION – print ads, posters, flyers, etc.				
LOGO PLACED IN THE ICE – 6’ x 6’ one-color logo (30+ days)				
SPONSOR PA ANNOUNCEMENTS – daily mentions (30+ days)				
SPONSOR DASHER BOARD – full-color logo (30+ days)	DOUBLE	SINGLE		
COMMUNITY DASHER BOARD – name recognition (30+ days)				
TICKETS	200	200	150	75

Customized Sponsorships & Ticket Packages

If you are interested in participating as a sponsor and do not see a sponsorship level which adequately suits your needs, please do not hesitate to contact us. We are more than happy to customize a sponsorship that will better suit your business.

For more information please contact Michelle Baldwin in the Economic Development & Marketing Division at (951) 826-2370 or via email at mbaldwin@riversideca.gov.