

Lake
Wallenpaupack,
Hawley, PA

January 27 & 28,
2018



Wally Ice Fest

Sponsorship Benefits

Our goal is to embrace the atmosphere, and re-create the

charities and not-for-profit causes. We want to create an epic event that will bring folks to our area and introduce an exciting new winter activity and increase tourism. Pond Hockey Tournaments are trending up because many players have never played outdoors and are intrigued to try something different. The ones that have played on ponds & lakes when younger are itching to get back to their roots and bring the whole family along. We plan to have Curling Demos that will entertain spectators as well.

area's pristine natural beauty and fun fun of ice sports while raising funds for local

The northeast part of Lake Wallenpaupack provides the perfect venue surrounded by Restaurants and Lodging, most within walking distance from the lake. With plenty of Parking, easy Access from Highways, and being located close to downtown Hawley, PA, will make it a very exciting event for all involved.

We are expecting roughly 180 Players and many may bring families and spectators. We expect to leverage our sponsorship dollars in the most effective way possible through Online Advertising, Social Media, billboards, posters, banners, brochures, etc... We will be purchasing; Boards, Signs, Goals, Score Boards, Jackets, & Shovels; all with advertising space. We plan to use professional Photographers and Drone pilots to shoot promotional videos that will capture our sponsors as well as the event itself.

We strongly feel our single best resource is our WEB SITE, since 100% of Participants are forced to Register Online. Our site is linked to Labatts' Blue global website linking all other Pond Hockey events in the US. We also use FACEBOOK for streaming regular Updates and interesting Posts. We have established over 650 Followers in a short time, with an average post reaching many more. We use Social Media extensively and plan on featuring/Sharing profiles of many of our Sponsors over a much longer period of time, in keeping your Business linked with our publicized event. The power of teaming up the *Iced Tee Golf* event and many established contacts and Social Media reach of the *Chamber of the Northern Poconos* makes for a perfect union in promoting your Business.

If you would like to participate in this Community Event via sponsorship, getting listed as a preferred vendor, or have any other ideas, all Sponsorship guidelines are listed on the Sponsor Form that follows.

If you have question regarding Pond Hockey Registration, please contact us at info@wallyicefest.com or give Chris Becker a call at 570-436-4162. You may Visit our website: www.WallyIceFest.com where we will list all the Events, Sponsors, Parking and free shuttle bus locations, Lodging packages and more.

Wally Ice Fest ~ January 27th-28th, 2018 ~ 570.436-4162 ~ www.WallyIceFest.com



Wally Ice Fest - January 27 – 28, 2018

SPONSORSHIP OPPORTUNITIES



Business: _____
(Business or individual name)

Contact: _____
(please print) (Signature)

Website URL: _____

Address: _____
(street / box) (city) (state) (zip)

Business Telephone #: _____ Contact # (if different than bus. #): _____

Contact E-mail Address: _____

I/we wish to support Wally Ice Fest 2018 at the sponsorship level indicated below, by enclosing payment in the amount shown payable to: **'Wally Ice Fest Tournament', 226 Egypt Rd, Tafton, PA 18464 (Sponsorship is posted after check is received)**

- Bronze \$100.00**
 - Business Name on sponsorship page of WallyIceFest.com and Chamber Website WIF sponsorship page
 - Business name placement on promotional materials, rack card and posters
 - Your Printed Coupons placed in each participant's Check-in bag also on display at Ice-Tee Golf Starters Table

- Silver \$250.00** (Please email a hi-res image of your logo to: info@wallyicefest.com)
 - Business Logo and Link on sponsorship page of WallyIceFest.com and Chamber Website WIF sponsorship page
 - Tee Sponsorship on an Ice Sculpture on one of tee boxes on frozen Lake Wallenpaupack
 - Social media mentions
 - Tier 3 level logo placement on promotional materials, rack card and posters
 - Your Printed Coupons placed in each participant's Check-in bag also on display at Ice-Tee Golf Starters & Registration Tables

- Gold \$500.00 - same as Silver PLUS** (Please email a hi-res image of your logo to: info@wallyicefest.com)
 - 1 Additional Free round of Ice-Tee golf on frozen Lake Wallenpaupack
 - Placement on back of souvenir Wally Ice Fest Apparel
 - Social media mentions
 - Tier 2 level logo placement on promotional materials, rack card, banners, & posters
 - Your Printed Coupons placed in each participant's Check-in bag also on display at Ice-Tee Golf Starters & Registration Tables
 - Tier 2 Name/Logo on Welcome Banners, prominently displayed at each Entrance

- Platinum \$1,000.00** (Please email a hi-res image of your logo to: info@wallyicefest.com)
 - Business Logo and Link on WallyIceFest.com and on sponsorship page and Chamber Website WIF sponsorship page
 - Tee Sponsorship on an Ice Sculpture on one of tee boxes on frozen Lake Wallenpaupack
 - 4 Free rounds of Ice-Tee golf on frozen Lake Wallenpaupack.
 - Placement on back of souvenir Wally Ice Fest Apparel
 - Sponsor mention and linking at least once per week across all social media platforms
 - Tier 1 level logo placement on promotional materials, brochure and posters
 - Sponsor logo on rack card cover & promotion on all posters
 - Your Printed Coupons placed in each participant's Check-in bag and displayed at Ice-Tee Golf Starters & Registration Tables
 - Tier 1 Name/Logo on Welcome Banners, prominently displayed at each Entrance

- Headline \$2,500.00** (Please email a hi-res image of your logo to: info@wallyicefest.com)

At this level, you will be contacted by a member of the Wally Ice Fest Committee to coordinate appearances of logo, promotional items and press releases.

ALL OF ABOVE SPONSOR PRIVILEGES, PLUS:

 - Headline inclusion in all Wally Ice Fest promotion/ advertisement (Facebook, print, press)
 - Premium placement on back of souvenir Koozie (Entry gift to ALL Participants)
 - Exclusive Rink Naming, i.e. "Your Business Name Rink #3"

If you wish to contribute in a different method than listed above please contact Chris Becker at:
info@wallyicefest.com or by calling 570-436-4162

What happens if the event is cancelled for any reason? Tournament directors will make all decisions on ice and weather safety. (Back-up venue is Promised Land State Park). In case of cancellation, Sponsorship will retain **at least 75%** of its value for next year's Wally Ice Fest weekend. Your advertising benefits will continue in the sponsorship of Wally Ice Fest. Sponsors will benefit over a much longer period of time, in keeping your Business linked with our publicized event.