

The Cheltenham ICE RINK

SPONSORSHIP PACK 2021

Cheltenham will be hosting Gloucestershire's only covered ice rink for Christmas 2021 – and you could be a part of it.

By working together, we can continue to create magical and memorable experiences for all our valued residents and visitors.

Cheltenham's ice rink will not only boost the regional economy, but provides inspiration and pride showcasing the region's best, and biggest festive event.

Our sponsorship and advertising packages are designed to draw attention to brands by advertising around the ice rink, whilst also providing opportunities for staff and customers to attend the event at discounted or free rates!

Ice rink opens: **Thursday 18th November 2021**

Ice rink closes: **Sunday 2nd January 2022**

Location: **Imperial Gardens**



**VISIT
CHELTENHAM**
THE FESTIVAL
TOWN



www.visitcheltenham.com/ice-skating

CHELTENHAM'S CHRISTMAS ICE RINK SPONSORSHIP PACK 2021

FACTS & FIGURES

Expecting

30,000 SKATERS

(families, groups
and corporate
Christmas
parties)



Town centre
footfall figures
in excess of

**150,000
VISITORS**



VisitCheltenham.com

attracted over

1.25 MILLION

page views in 2021
(year to date)

230,000

page views in the
festive months



Brand exposure
to a huge

CHELTENHAM

and

GLOUCESTERSHIRE audience



SPONSORSHIP PACKAGES

As Cheltenham's Christmas Ice Rink is such a unique event, we can offer a whole range of bespoke sponsorship packages. Our flexible approach allows us to provide a package that is suitable for your company's needs, whether it's a selection of the options listed below or a bespoke package designed for you.

GOLD PACKAGE - £5,000

- Business logo displayed in a prime position on the Ice Rink homepage
- Invited to our VIP launch night (18th November) for 20 guests to skate
- 50 complimentary tickets for staff/partners to use during the ice rink season (excluding certain Christmas/New Year dates)
- 20% discount on ice skating tickets (capped at 250 tickets)
- 4 (2m x 0.8m) advertising panels situated in a prime location around the ice rink
- Featured in social media coverage and press

SILVER PACKAGE - £2,000

- Business logo display on the ice rink homepage
- 2 (2m x 0.8m) advertising panels around the ice rink

- 10% discount on ice skating tickets (capped at 150 tickets)
- Code for discounted tickets will be communicated to sponsors separately

PENGUIN SPONSORSHIP

Fun Skate Penguins

£3,000 (20 penguins) or **£175 each** (subject to availability)

- Company logo prominently displayed on the front of the penguins
- 20 complimentary tickets to attend the launch event for your staff / clients with exclusive Penguin sponsorship (18th November)
- Social media coverage with exclusive Penguin sponsorship

RINK BOARD ADVERTISING

£750 each

Advertising boards are located around the rink, facing inwards. Each board measures 2m x 0.8m and can be grouped together or spread out. Cost of boards includes production but sponsors need to supply own artwork.

* Discounts available for advertising on multiple boards

To discuss sponsorship and partner opportunities, contact Tara on **07468 716057** or email tara.sanchez@marketingcheltenham.co.uk

All prices quoted exclude VAT