

BIG CHILL



BIG CHILL SPONSORSHIP PROGRAM

We would like to thank our 2018 Marketing Partners for their support of the BIG CHILL at The Streets of Brentwood.

We are very excited to announce that the BIG CHILL has moved its ice skating rink location to John Buckley Square in Old Town Pittsburg.

The BIG CHILL will be open for the 2019-2020 season on November 22, 2019 through January 21, 2020 for 10 weeks of great family fun.

The BIG CHILL is committed to John Buckley Square in Old Town for the next several years and we look forward to being a significant part of the recreation community.

Please visit our website at www.bigchillevents.com



INTRODUCTION

The BIG CHILL first opened its doors in November, 2017, at The Streets of Brentwood retail shopping center in Brentwood, California. Attendance exceeded over 230,000 visitors with a paid attendance of 32,960.

The response to our event exceeded our expectations. Brentwood and its surrounding communities brought their friends and families to our event, with many attending multiple times.

In 2018, we opened again at The Streets of Brentwood with a re-designed facility to be more weather resilient and we received an even larger paid attendance of 38,609, with so many visitors we stopped counting.

After two seasons, the BIG CHILL has become well-known throughout Contra Costa County and the Bay Area. San Jose Mercury News listed the BIG CHILL as the #1 holiday ice rink event on their list of skating venues during the 2018/2019 season.

BIG CHILL IN PITTSBURG

The City of Pittsburg has revitalized Old Town Pittsburg and has installed a new park at John Buckley Square, uniquely designed for a holiday ice rink event. The City of Pittsburg has been actively pursuing new economic development and reached out to Polarsports, LLC to bring the BIG CHILL to their new downtown, so that people in the surrounding areas could see how special Pittsburg has become. The City is working hard to make our event a huge success, and we are now actively recruiting sponsors for the 2019-2020 season.



WHY SPONSOR?

- * Ice rinks are unique and very special places that truly represent the best in community recreation.
- * Continued revitalization of Old Town Pittsburg will bring great success for seasons to come.
- * Great brand appreciation and recognition.
- * Sponsorship demonstrates support for the community.
- * Massive exposure from the press, television and social media.
- * It supports the largest outdoor recreation event during the winter season in East Contra Costa County.
- * It brings major attention to local business within the Old Town area.
- * Sponsorship is a great tax break for any business.
- * Brings goodwill for sponsors and their supporters.
- * Sponsors are eligible for our Sponsor Savings Discount, in addition to other benefits including free skating passes at all sponsor levels.

SPONSOR SAVINGS DISCOUNT:

Polarsports, LLC is offering a unique value in marketing through this program with a focus on future sponsor savings discounts. By sponsoring our event this season, you will save on continued sponsorship in the coming seasons. We can offer this savings program because we anticipate growth in admission sales in the future. Eventually, the BIG CHILL will be self-sustaining and can continue to offer greatly discounted sponsorship opportunities to the companies that support it.



BIG CHILL SPONSOR PACKAGES:

Our sponsorship packages offer unprecedented opportunities to market your company at the BIG CHILL with huge benefits to your employees throughout the holiday season. The *asterisk below denotes the number of minutes per hour that your ad or logo is viewed.

MAJOR SPONSOR—\$25,000 Contribution

- Zamboni Logo Wrap—Two (2) sides and One (1) Front (24" x 48")
- Four Full Rink Wall Displays (36" x 92")
- Website Logo and Website Link on www.bigchillevents.com.
- Facebook/Social Media Exposure
- Two Exclusive Private 4-Hour Party Sessions (1 Holiday)
- Your Ad on Our Video and Projection Displays *30/60
- Daily Updated Promotional Ads
- Exclusive Video on Our Projection System
- 500 Skate Passes Including Skate Rental
- Sponsor Savings Discount

PRESENTING SPONSOR—\$10,000 Contribution

- Zamboni Logo Sticker on Two (2) Sides (12" x 24")
- Two Full Size Rink Wall Displays
- Website Logo and Website Link on www.bigchillevents.com
- Facebook/Social Media Exposure
- One Exclusive Private 4-Hour Party Session
- Your Ad on Our Video/Projection Displays *10/60
- 300 Skate Passes Including Skate Rental
- Sponsor Savings Discount



MAJOR PARTICIPANT—\$5,000 Contribution

- Four Half Wall Displays on Ice Rink Walls
- Zamboni Logo Sticker on Two (2) Sides (12" x 12")
- Website Logo and Website Link on www.bigchillevents.com
- Facebook/Social Media Exposure
- Private 4-Hour Party
- Your Ad on Our Video/Projection Displays *5/60
- 150 Skate Passes Including Skate Rental
- Sponsor Savings Discount

MINOR PARTICIPANT—\$2,000 Contribution

- Zamboni Logo Sticker on Two (2) Sides (6" x 6")
- Two Half Wall Displays on Ice Rink Walls
- Website Logo and Website Link on www.bigchillevents.com
- Facebook/Social Media Exposure
- Private 2-Hour Party Session
- Your Ad on Our Video/Projection Displays *5/60
- 50 Skate Passes Including Skate Rental
- Sponsor Savings Discount

ASSOCIATE SPONSOR—\$500 Contribution

- Website Logo and Website Link on www.bigchillevents.com
- Facebook/Social Media Exposure
- Your Ad on Our Video Projection Screen Displays *2/60
- 15 Skate Passes Including Skate Rental



BIG CHILL EVENTS 2019-2020 SPONSORSHIP FORM

If you are interested in becoming a Sponsor of the Big Chill, please fill out this form and indicate which Sponsor Package you are choosing.

Please make your checks payable to "POLARSPORTS, LLC" and mail them to the address listed below, along with this original signed form.

By executing this document, Sponsor shall remit to Polarsports, LLC the sponsorship fee chosen below in exchange for the corresponding promotional considerations described in the sponsorship package.

The Sponsor shall provide to Paul Bates and Polarsports, LLC a Hi-Resolution Logo and Website Link so that Polarsports, LLC can meet appropriate print and media deadlines.

Thank you so much for partnering with the Big Chill. We will see you on the ice!

If you have any questions, please contact Paul Bates at paul@polar-sports.com.

SPONSOR PACKAGE CHOSEN: _____

Name of Company: _____ Date: _____

Contact Name: _____ Telephone: _____

E-Mail Address: _____

Optional Payment:

Credit Card: _____ Exp.: _____

Name on Credit Card: _____

Billing Address: _____

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