

2024 SPONSORSHIP PACKAGE

arts-culture@fortstjohn.ca



fortstjohn.ca/ice

The High on Ice Winter Festival is an annual celebration held in Fort St. John over the Family Day long weekend. The festival features a variety of winter-themed events including professional ice carving! For 2024, the event takes place February 16-19.

The High on Ice Winter Festival requires many resources to be successful. Your company's support will be used to enhance the festival and showcase Fort St. John as a winter city. Show our community (and our tourists) that winter living is something to celebrate!

Here are some of the ways to contribute:

1: Make an in-kind donation

The High on Ice Winter Festival requires a robust and varied amount of supplies and services including: signage, scaffolding, tents, fence panels, porta-potties, machinery, and so much more. All in-kind donations of goods and services require a quote or zero-balance invoice for the costs and will receive a sponsorship package mutually agreed upon with programming staff.

2: Create your own package

Do you have your own ideas for how your organization could contribute to the festival? Contact our team and we will develop a package together!

E-mail arts-culture@fortstjohn.ca today!

3: Pick a sponsorship package

Snowflake – Value up to \$500.00

- Company logo on shared marketing signage in the park during event dates
- Facebook/Instagram social media shared recognition posts
- Invitation to sponsorship appreciation event for 2 people

Frosty – Value between \$501.00 - \$1,500.00

All Snowflake Package Benefits plus:

- Public recognition by City of Fort St. John delegate during event
- Recognition in printed event program

Snowball – Value between \$1,501.00 - \$2,500.00

All Snowflake & Frosty package benefits plus:

- Individual recognition displayed throughout entire event in park
- Additional Community Services facility digital recognition (Rec Facility TV Screens)
- Official event sponsor listed on City of Fort St. John website
- If applicable, "your name/company presents: specific event" listed on our official event schedules

Shivery – Value between \$2,501.00 - \$3,500.00

All Snowflake, Frosty & Snowball Package Benefits plus:

- Additional guest invitations to sponsorship appreciation event (up to 6 participants)
- Digital high-resolution photos of your contributions to the event
- Thank-you gift(s) delivered by event staff

Icicle – Value between \$3,501.00 - \$5,000.00

All Snowflake, Frosty, Snowball & Shivery Package Benefits plus:

- Meet and greet with carving team
- Additional guest invitations to sponsorship appreciation event (up to 8 participants)
- Free registration for one person into the Sponsors' Ice Carving Workshop

Ice Sculpture – Value between \$5,001.00 - \$7,500.00

All Snowflake, Frosty, Snowball, Shivery & Icicle Package Benefits plus:

- Free registration for up to 4 people into the Sponsors' Ice Carving Workshop
- Speaking opportunities during the opening and closing ceremonies
- Ability to participate and hand out free (pre-approved) corporate materials during event

City events & activities that you can sponsor in Centennial Park	Value:	Availability:
Face painting or free popcorn (supplied by a non-profit organization)	\$250.00/ea/day	4 Available
Take home craft/art kits for seniors and families	\$500.00	1 Available
Community prize / give-aways / contests	\$200.00	10 Available
Live music (per night)	\$1500.00	3 Available
Carver & support crew meal sponsor (per day) <i>*includes a guaranteed order from your business for a catered lunch. Your business donates 1 catered lunch, we will purchase 1 catered lunch during this time period.</i>	*\$300.00 anticipated costs.	7 Available (other 7 days are reserved to purchase a catered lunch in return for your event support)
Free Public Skating (per day)	\$1,500.00	3 Available
Ice carver's single block piece (carved on Friday evening)	\$1,750.00	6 Available
Ice carver's commission piece (larger and/or interactive piece)	\$5,000.00	5 Available
Lil' Chippers Wall (a hands-on ice activity for children)	\$5,000.00	1 Available
Ice Slides	\$7,500.00	1 Available
Frozen on Tap: beer garden sponsor (per night)	\$300.00	3 Available
Community Ice Carving Workshop	\$1000.00	2 Available
Community Ice Carving Competition	\$1500.00	1 Available
Free community hot chocolate (non-profit honorarium and supplies)	\$1,000.00	3 Available
Festival Foodies (non-profits providing public lunch opportunities each afternoon)	\$500.00	3 Available
Want to sponsor a grant-in-aid for a community-lead event? These organizations have signed up for 2024:		
Backcountry annual Fishing Derby <i>*based on Backcountry participation</i>	\$2,500.00	1 Available
Fort St. John Curling Club annual Mukluk Bonspiel	\$500.00	1 Available
Free SnowyDream Siberians meet, greet & learn	\$3,000.00	1 Available
Free ski rentals with Whiskey Jack Nordic Ski Club	\$400.00	1 Available
Family Day discounts with Amazing Escapes	\$800.00	1 Available
Free North Peace Museum winter scavenger hunt	\$1,500.00	1 Available
Free North Peace Leisure Pool Family Day Swim	\$3,000.00	1 Available
Free horse-drawn sleigh rides	\$500.00	3 Available

*New opportunities may be offered during planning process