



the
**DOWNTOWN
DENVER RINK**

**AT SKYLINE PARK
PRESENTED BY THE
DOWNTOWN DENVER PARTNERSHIP**

2019-2020 Sponsorship Kit

Celebrating over 10 years of Denver's favorite holiday tradition



Holiday Season in the Mile High City

Live bands & DJ's on the weekends

Special programming:
Broomball, Skate n' Flicks, Free Lessons & Snowga

FREE ice skating 7 days a week



Over 407,406 skaters have glided across the ice in ten years

By The Numbers

- ✓ Foot Traffic: 157K monthly pedestrian traffic
- ✓ Over 100K attendees during the 2018-2019 season
- ✓ 50K+ ice skaters per season
- ✓ Located in Skyline Park/16th Street Mall & Arapahoe
- ✓ Opening Day: November 2019
- ✓ Closing Day February 2020



Demographics

76% Adult/Young Professionals
24% Youth/Children

Family & Friends
Holiday Visitors
Groups/Associations
Couples Date Night
Residents
Downtown Denver Businesses



64K
Facebook
Followers

188K
Twitter
Followers

34K
Instagram
Followers



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PAST PRESENTING SPONSORS INTEGRATIONS



BENEFITS OF SPONSORSHIP

- ✓ Prime Downtown Denver real estate in the highest trafficked downtown corner
- ✓ Over 3+ months of consumer engagement during the Holiday Season
- ✓ Mass market with targeted demographic reach



FOR MORE INFORMATION REGARDING SPONSORSHIP

PLEASE CONTACT:

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Title Sponsor	Platinum	Gold	Silver	Bronze
<ul style="list-style-type: none"> ✓ Co-presenting sponsor placement on all marketing materials ✓ Logo inclusion in all event areas - dashboards, banners, locker keys ✓ Logo inclusion in posters in Downtown Wayfinder stands ✓ Outside and inside dashboard logo placement 40" brand ice center ✓ 16th St Mall Banners - average foot traffic of 1 million/month, some blocks average 30,000/day ✓ Interactive Kiosks on the 16th St Mall - average 10,000 visitors/month ✓ Opening day distribution of *gift bags, swag, printed materials upon exit and entrance ✓ 1 special event program take over (Free Skate Day) ✓ Logo inclusion in the Daily News Highlights member communications sidebar - over 5,000 daily subscribers ✓ Social Media recognition (Twitter, Downtown Denver Facebook) ✓ Co-sponsor all Facebook events on Downtown Denver Rink page ✓ 50 free skate rental cards 	<ul style="list-style-type: none"> ✓ 1 Outside and inside rink dashboard placement (~3ft long x 4ft high) ✓ Exclusive branding on the Zamboni ✓ 1 Private event night for employees/friends & family (capacity 300) ✓ 1 special event program take over (Free Skate Day) - DJ night or Learn to skate and hot cocoa offered ✓ Social Media recognition (Twitter, Downtown Denver Facebook) ✓ 40 free skate rental cards 	<ul style="list-style-type: none"> ✓ 1 Inside rink dashboard placement (~3ft long x 4ft high) ✓ Exclusive branding on the push carts ✓ 1 Event Night distribution of *gift bags, swag, printed materials upon exit and entrance ✓ 1 special event program take over (Free Skate Day) - DJ night or Learn to Skate and hot cocoa offered ✓ Social Media recognition (Twitter, Downtown Denver Facebook) ✓ 30 free skate rental cards 	<ul style="list-style-type: none"> ✓ 1 Inside rink dashboard placement (~3ft long x 4ft high) ✓ 1 Event Night distribution of *gift bags, swag, printed materials upon exit and entrance ✓ 1 special event program take over (Snowga, Broomball, Date Night) ✓ Social Media recognition (Twitter, Downtown Denver Facebook) ✓ 20 free skate rental cards 	<ul style="list-style-type: none"> ✓ 1 Inside rink dashboard name mention ✓ 1 Event Night distribution of *gift bags, swag, printed materials upon exit and entrance ✓ 3 day takeover - onsite activation and booth placement Fri, Sat, Sun ✓ Social Media recognition (Twitter, Downtown Denver Facebook) ✓ 10 free skate rental cards
\$250,000	\$60,000	\$25,000	\$10,000	\$5,000