

DECEMBER 1 & 2, 2011

Downtown Lewistown PA

The Festival of Ice is **coming to town and it's** bringing a bundle of holiday cheer for all to enjoy as downtown Lewistown is transformed into a *winter wonderland*. The largest Christmas time event in the Juniata River Valley premieres on Thursday, December 1st. The streets will come alive with twinkling lights, horse-drawn carriage rides, vendors, entertainment, children's activities and, of course, the ice! Once again, the First Night® State College Ice Sculptors will create beautiful ice sculptures throughout the Downtown Lewistown streets.

This year marks the 15th Anniversary of the Festival of Ice. Over 10,000 people attend the Festival of Ice annually, including area residents from Mifflin, Juniata, and surrounding counties. Each year, we look for new ways to involve more people, organizations, businesses, churches, schools and youth groups, as well as committee members.

This is the ultimate event of the year to partner your business name with. Take **this "cool" opportunity to promote your** business along with the Festival of Ice. The biggest benefit is the joy you bring the thousands of attendees, including all the school groups, senior citizens groups and special needs visitors. Share in the glow that each and every visitor takes away from the event and remembers all year long.

On behalf of all the citizens of our beautiful Juniata River Valley, we sincerely Thank You!



Juniata River Valley **Festival** **of Ice**

- Ice Sculptures and Displays
- Children's Activities
- Santa's House
- Craft and Food Vendors
- Old Fashioned Star Country Carriage Rides
- Train Display
- LIVE Entertainment
- Petting Zoo



For more information: 717.248.6713 or www.juniatarivervalley.org

2011 Sponsorship Form

Thank You For Your Support! Please fill out form and check your level of sponsorship. Secure your sponsorship and place in the book by mailing, faxing (717-248-6714) or emailing (festivaloffice@juniatarivervalley.org) this form by November 4th, 2011. Make check payable to JRVVB and send to: Festival of Ice, c/o JRVVB, Historic Courthouse, One West Market Street, Lewistown, PA 17044.

Organization/Business: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Date: _____

Signature: _____

Please check one & fax your commitment to 717.248.6714

Glacier Giant Sponsorship \$2000

- ✿ A Giant Ice Sculpture consisting of at least nine blocks
- ✿ Large signage at the Festival with Giant Ice Sculpture.
- ✿ Name and Marker Listing on Official Map in Festival of Ice Tab & Press Materials
- ✿ Media Mentions
- ✿ Supply of Festival of Ice Maps for your business to hand out.
- ✿ Website listing as a Festival of Ice Corporate Sponsor on www.juniatarivervalley.org.
- ✿ Recognition on social media sites including Facebook and Twitter.
- ✿ FREE Booth at the Festival of Ice.
- ✿ **Full Page ad in "The View" from the Juniata River Valley. Ad will also be shared on social media sites including Facebook and Twitter.**



Glacier Giant Interactive Sponsorship \$2000

Interactive ice sculptures you can either sit on or it will have holes for picture taking.

- ✿ A Giant Interactive Ice Sculpture consisting of at least nine blocks
- ✿ Large signage at the Festival with Giant Ice Sculpture.
- ✿ Name and Marker Listing on Official Map in Festival of Ice Tab & Press Materials
- ✿ Media Mentions
- ✿ Supply of Festival of Ice Maps for your business to hand out.
- ✿ Website listing as a Festival of Ice Corporate Sponsor on www.juniatarivervalley.org.
- ✿ Recognition on social media sites including Facebook and Twitter.
- ✿ FREE Booth at the Festival of Ice.
- ✿ **Full Page ad in "The View" from the Juniata River Valley. Ad will also be shared on social media sites including Facebook and Twitter.**



Iceberg Giant Sponsorship \$1500 or \$1000

- ✿ A Giant Ice Sculpture consisting of at least four blocks.
- ✿ Large signage at the Festival with Giant Ice Sculpture.
- ✿ Name and Marker Listing on Official Map in Festival of Ice Tab & Press Materials
- ✿ Media Mentions
- ✿ Supply of Festival of Ice Maps for your business to hand out.
- ✿ Website listing as a Festival of Ice Corporate Sponsor on www.juniatarivervalley.org.
- ✿ Recognition on social media sites including Facebook and Twitter.
- ✿ FREE Booth at the Festival of Ice.
- ✿ **1/2 Page ad in "The View" from the Juniata River Valley. Ad will also be shared on social media sites including Facebook and Twitter.**

Note: Prices/Packages are subject to change.

For more information:

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Organization/Business: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Date: _____

Signature: _____

Please check one & fax your commitment to 717.248.6714

Two-Block Sponsorship \$500

- ✿ A Two-block Ice Sculpture
- ✿ Signage at the Festival with your two-block Ice Sculpture.
- ✿ Name and Marker Listing on Official Map in Festival of Ice Tab & Press Materials
- ✿ Supply of Festival of Ice Maps for your business to hand out.
- ✿ Website listing as a Festival of Ice two-block sponsor on www.juniatarivervalley.org.
- ✿ Recognition on social media sites including Facebook and Twitter.
- ✿ FREE Booth at the Festival of Ice.
- ✿ **1/4 Page ad in "The View" from the Juniata River Valley. Ad will also be shared on social media sites including Facebook and Twitter.**



One-Block Sponsorship \$350

- ✿ A One-block Ice Sculpture. (Special or Logo Designs are \$75 additional)
- ✿ Signage at the Festival with your one-block Ice Sculpture.
- ✿ Name and Marker Listing on Official Map in Festival of Ice Tab & Press Materials
- ✿ Supply of Festival of Ice Maps for your business to hand out.
- ✿ Website listing as a Festival of Ice one-block sponsor on www.juniatarivervalley.org.
- ✿ Recognition on social media sites including Facebook and Twitter.
- ✿ FREE Booth at the Festival of Ice.
- ✿ **Business Card ad in "The View" from the Juniata River Valley. Ad will also be shared on social media sites including Facebook and Twitter.**



Friends of the Penguin Sponsorship (up to) \$250

- ✿ Supply of Festival of Ice Maps for your business to hand out.
- ✿ Website listing as a Festival of Ice - Friend of the Penguin on www.juniatarivervalley.org.
- ✿ Recognition on social media sites including Facebook and Twitter.
- ✿ FREE Booth at the Festival of Ice (\$100 Minimum Investment)