



DOWNTOWN
DENVER RINK
Presented by
Southwest

**2024 / 2025 DOWNTOWN DENVER RINK
SPONSORSHIP**

November 2024 - February 2025

DOWNTOWN DENVER RINK

Presented by

Southwest

The Downtown Denver Partnership proudly invites you and your family to join us at the Downtown Denver Rink presented by Southwest Airlines – Downtown’s destination for fun this winter.

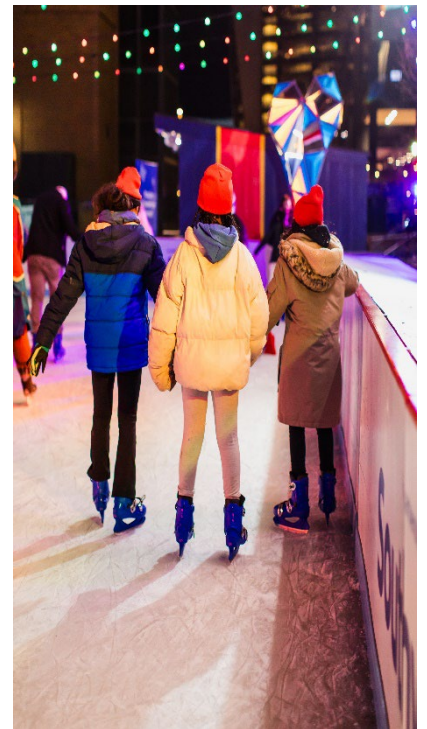
The Downtown Denver Rink is produced by Downtown Denver Events, Inc. (DDE). DDE is the Downtown Denver Partnership family's community events non-profit organization that organizes public parades, festivals, concerts, exhibits and other events to enhance the vitality of downtown Denver and to celebrate, encourage, foster and promote cultural diversity, community pride and appreciation for the visual and performing arts.

For the past decade, the Downtown Denver Partnership has produced this activation to draw the public to the center city. Through admission-free skating and various programming, the rink serves downtown residents, employees and visitors as well as increases economic development for businesses in the surrounding area.

REACH AND VISIBILITY

The Downtown Denver Rink reaches a broad audience via the live parade, telecast and online streaming, social media, and the Parade website. The reach from the 2023/2024 season included:

- 100,000+ Rink Visitors
- 43.4k+ Instagram Fans
- 8,600+ Facebook Fans
- 96,000+ Website Visitors



PRESENTING SPONSOR - \$200,000**SOLD**

- Top-Level Presenting Sponsor status for the Downtown Denver Rink
- Your company name/ logo will receive marquee status with the event name, (e.g. "Downtown Denver Rink presented by YOUR COMPANY")
- Right to exclusive period of negotiation to renew sponsorship for 2025 event or option for multi-year agreement to provide strategic implementation of sponsorship benefits.
- Zamboni branding of your choosing
- One welcome banner at each entrance
- Recognition in a dedicated social media post prior to the start of the season
- 1st position placement of sponsor logo on event website and all event materials.
- Opportunity to activate on Opening Night with giveaways, such as premium branded items.
- 100 "A-List" VIP Passes which allow for free skate rentals. SWA to use for local partners, Employees, Customers, etc.
- Rights to Downtown Denver Rink marks and logos for the 2024/2025 season.
- Company name mentioned and tagged when promoting the Downtown Denver Rink

SKATE AID SPONSOR - \$10,000**ONE AVAILABLE**

- Company name will appear on ten Skate Aids
- Opportunity to have branded swag to hand out to event participants.
- 3rd position placement of sponsor logo on event website and all event materials
- Recognition in a dedicated social media post prior to the event.
- Rights to Downtown Denver Rink marks and logos for the 2024/2025 season.

BROOMBALL CHALLENGE SPONSOR - \$7,500**ONE AVAILABLE**

- Onsite signage for promotion of the series, (e.g. "Broomball challenge presented by YOUR COMPANY")
- 3rd position placement of sponsor logo on event website and all event materials
- Recognition in a dedicated social media post prior to the event.
- Rights to Downtown Denver Rink marks and logos for the 2024/2025 season.
- Free company broomball game

INTERIOR DASHER SPONSOR - \$5,000**FIVE AVAILABLE**

- One Logo placement on the interior dasher
- 3rd position placement of sponsor logo on event website and all event materials
- Recognition in a dedicated social media post prior to the event.
- Rights to Downtown Denver Rink marks and logos for the 2024/2025 season.

COMMUNITY SPONSOR - \$2,000**TEN AVAILABLE**

- Rights to Downtown Denver Rink marks and logos for the 2024/2025 season.
- 4th position placement of sponsor logo on event website