



About This Festival

Outdoor rinks are a part of our awesome culture in Renfrew County and the Pontiac and they deserve to be celebrated! The Festival of Outdoor Rinks is going to do just that. This inaugural event will be held February 19-21, 2016 and for the first event, there are 28 rinks throughout Renfrew County and the Pontiac. Each rink will have their own events taking place all on the same weekend. Not a skater? No problem! Rinks will have off-ice events as well. And, the Festival is free to attend.

Your Value As A Sponsor

Advertising and promotion of this event will span all of Renfrew County and the Pontiac, offering a significant value for your contribution. This event is primarily encouraging local participation, so you will be promoting to a local audience. In raising the funds to promote this event through sponsorship, there is no financial burden on the rinks or rink associations. In fact, the Festival of Outdoor Rinks may even be an income-generator for the rinks, and may provide a method for local rinks to access upgrade funding in the future.

The advertising and promotion of this event is being managed by Forward Thinking, the marketing agency involved with Expo 150, the County of Renfrew's 150th anniversary that saw more than 40,000 participants. The Festival of Outdoor Rinks is the first regional festival since Expo 150, and will expand to include the Pontiac. One event. 28 rinks.

The Participating Rinks

The following 28 rinks have signed-on to participate for the inaugural Festival:

Admaston Bromley Rink

Arnprior Rink

Barry's Bay Outdoor Rink

Braeside RA Centre Rink

Calabogie Community Centre Rink

Campbell's Bay Litchfield Rink

Chalk River Rink

Combermere Outdoor Rink

DACA Rink

Douglas Rink

Foresters Falls Rink

Horton Community Centre

Killaloe Rink

L'île-du-grand-Calumet Rink

Madawaska Community Centre

Makwa Community Centre

Ma-te-way Centre

McNab Public School Rink

MD Pontiac Rink

Otter Lake Outdoor Rink

Petawawa Outdoor Rink

Rankin Recreation Centre

Rotary Park Rink (Pembroke)

Round Lake Recreation Centre

Shady Nook Recreation Centre

Shawville Outdoor Rink

White Lake Park Rink

Wilno Outdoor Rink

For More Information

For information on sponsorship, or for a presentation on this event, please contact:

Jennifer Layman, Forward Thinking Marketing Agency

Phone: 613-732-7774 | jenn@fwdthink.net

Visit the Festival website at: www.festivalofoutdoorrinks.com



2016 Event Sponsorship Packages

Presenting Sponsor - \$2,500 SOLD OUT!

There are two sponsorships available in this category

- + Logo on all Festival signs for 28 rinks
- + Noted as presenting sponsor on all advertising and promotion
- + Sponsorship of the kickoff event on Friday, February 19, 2016 (minimum 1 hour) at all 28 rinks
- + Feature on Festival of Outdoor Rinks website - About the Presenting Sponsor
- + Logo is prominently featured on home page of Festival of Outdoor Rinks website
- + Logo is featured on every page of Festival of Outdoor Rinks website
- + Mentions on all social media posts with tagging
- + Logo on poster thanking Festival sponsors at every rink
- + Photo and press release circulated to local media
- + First opportunity to renew for following year's event

Festival Sponsor - \$1,000 2 SOLD!

There are five sponsorships available in this category

- + Logo on schedule posters at all 28 rinks
- + Noted as festival sponsor on the majority of advertising and promotion
- + Logo is featured prominently on the Festival of Outdoor Rinks website - List of Participating Rinks
- + Feature on Festival of Outdoor Rinks website - About our Festival Sponsors
- + Logo is featured on every page of Festival of Outdoor Rinks website
- + Social media mentions and tags
- + Logo on poster thanking Festival sponsors at every rink
- + Photo and press release circulated to local media
- + First opportunity to renew for following year's event

Weekend Sponsor - \$500 1 SOLD!

There are 10 sponsorships available in this category

- + Noted as festival sponsor on event posters
- + Logo on Festival of Outdoor Rinks website - About our Weekend Sponsors
- + Logo featured prominently on the Festival of Outdoor Rinks website - Information Depots (libraries)
- + Social media mentions and tags
- + Logo on poster thanking Festival sponsors at every rink
- + Press release circulated to local media
- + First opportunity to renew for following year's event

Rink Sponsor - \$250

There are 25 sponsorships available in this category

- + Logo on Festival of Outdoor Rinks website - About our Rink Sponsors
- + Social media mentions and tags
- + Listing on poster thanking Festival sponsors at every rink
- + Press release circulated to local media
- + First opportunity to renew for following year's event

Friends of the Outdoor Rinks Sponsor - \$100 1 SOLD!

There are 40 sponsorships available in this category

- + Listing on Festival of Outdoor Rinks website - Friends of the Outdoor Rinks
- + Social media mentions and tags
- + Listing on poster thanking Festival sponsors at every rink
- + First opportunity to renew for following year's event

Securing Your Sponsorship

If you wish to be a sponsor of this event, please contact Jennifer Layman at Forward Thinking. As all expenses related to this event are marketing expenses (advertising, signage, promotion, etc.), you will be invoiced from Forward Thinking for the amount of your sponsorship, allowing for a 100% claimed expense. Payment options: cheques payable to Forward Thinking. Visa or Mastercard. For more information call 613-732-7774 or email jenn@fwdthink.net