



Northern Lights
ICE CARNIVAL

01.25.25

- ICE CARVINGS & DEMO**
- DRONE SHOW**
- FIRE DANCERS**
- GAMES & FAMILY FUN**



VISITTHELOOP.COM

18th Annual ICE CARNIVAL

January 25th, 2025

Sponsorship Guide

About the Ice Carnival

The Ice Carnival is the Delmar Loop's most exciting winter event, drawing over 15,000 attendees annually! Join us this year for a spectacular celebration featuring thrilling activities, unique experiences, and unforgettable entertainment for all ages.

Event Highlights for This Year:

Snowman Igloo Bounce House: A fun inflatable experience for kids.

Igloo Selfie Booth: Capture perfect winter photos inside our cozy igloo.

Snow Globe: Step inside for a unique photo opportunity!

Kids Ice Fishing Activity: An engaging ice fishing adventure for young attendees.

Fire Dancers: Stunning performances to warm up the winter evening.

DJ: Enjoy lively music throughout the event.

Snow Throw Inflatable Game: Test your snowball-throwing skills in a fun challenge.

Ice Carving Demo: Watch talented artists create intricate ice sculptures.

Hot Chocolate Bar: Warm up with a delicious selection of hot chocolate drinks.

50+ Ice Sculptures: Explore over 50 unique and beautifully crafted ice sculptures in front of the Delmar Loop Businesses.

Snow Machine: Experience a snowy wonderland, no matter the weather!

Stilt Walkers: Be amazed by performers towering above the crowd.

And More!: Additional surprises await to make this a truly unforgettable event!

Contact Information

For more details or to inquire about sponsorship opportunities, please contact:

Samantha Smugala
Executive Director, East Loop CID
Email: director@thedelmarloop.com
Phone: 618-334-4772

Don't miss this unique opportunity to showcase your brand in front of thousands! Join us for a day full of fun, festivities, and winter magic at the Delmar Loop Ice Carnival!

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Be a prominent sponsor for the Delmar Loop's most anticipated event of the year, the Ice Carnival! Contact Samantha Smugala at director@thedelmarloop.com or call **618-334-4772**.



\$500 Frosty Friend

- Logo on event website and promotional materials
- Social media recognition
- Verbal acknowledgment during event announcements
- Sponsorship of one event activity (choose from Snowman Igloo Bounce House, Snow Throw Game, DJ, or Snow Globe)



\$1,000 Icy Partner

- All Frosty Friend benefits
- Larger logo placement on banners and posters
- Sponsorship of two event activities
- Enhanced visibility on social media with additional mentions



\$2,000 Arctic Ambassador

- All Icy Partner benefits
- Prime logo placement on all marketing collateral
- Dedicated social media feature highlighting the partnership
- Sponsorship of three event activities
- Additional promotional opportunities, such as a featured article in event newsletters

Exposure to 15,000+ Attendees

Reach a large and diverse audience at one of St. Louis's most popular events.

Visibility Through Event Media and Marketing

Benefit from extensive promotional efforts, including:

50,000+ Social Media Impressions

70+ Media Features

200,000+ Local TV Impressions

And MORE!

Unique Engagement Opportunities

Sponsor specific activities or experiences, offering direct interaction with attendees.

Regional Event Destination

Be part of an event that draws visitors from across the region, enhancing your brand's regional presence.

Support the Community

Demonstrate your commitment to supporting local cultural events and enhancing community spirit.

Boost the Local Economy

Help drive economic activity by attracting visitors and supporting local businesses and vendors.

Corporate Social Responsibility

Highlight your company's dedication to cultural and community events.

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\$5,000 Ice Fishing Sponsor

- Naming rights for the Ice Fishing activity area
- Prominent logo display at the Ice Fishing site
- Mention in all media features related to the Ice Fishing activity
- 10 VIP Tickets to the Drone Show Viewing Party



\$5,000 Ice Throne Sponsor

- Exclusive branding on the Ice Throne installation
- Prime logo placement on event signage near the Ice Throne
- Inclusion in social media content featuring the Ice Throne
- 10 VIP Tickets to the Drone Show Viewing Party



\$5,000 Ice Bar Sponsor

- Exclusive branding of the Ice Bar area
- Prime logo placement on bar signage and drink menus
- Dedicated social media posts featuring the Ice Bar and sponsor
- 10 VIP Tickets to the Drone Show Viewing Party

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Become the exclusive “Drone Show Sponsor” for the most breathtaking attraction at the Ice Carnival! This sponsorship offers a unique and high-visibility opportunity to showcase your brand in an unforgettable way. Contact Samantha Smugala at director@thedelmarloop.com or call **618-334-4772**.

\$25,000 Drone Show Sponsor

- **Logo Featured in the Drone Show:** Your logo, displayed 70-100 feet wide in the sky during the show.
- **Exclusive Naming Rights:** Prominent recognition as the “Drone Show Sponsor” in all event marketing.
- **50 VIP Tickets:** Access to the Drone Show Viewing Party at the Moonrise Hotel Rooftop.
- **Behind-the-Scenes Access:** Private tour with the drone show production team.
- **Executive Remarks:** Opportunity for your executive to deliver welcome remarks to VIP guests.
- **VIP Area Sponsorship:** Branding and naming rights for the exclusive VIP area.
- **Direct Audience Engagement:** Access to the emails of all VIP guests for targeted follow-up.



View Last
Years Drone
Show **HERE!**



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Ice Carnival Sponsorship Fulfillment Form

Please complete and return this form to confirm your sponsorship for the Ice Carnival. Thank you for your support!

Name: _____

Company/Organization: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Sponsorship Level:

- Frosty Friend (\$500)
- Icy Partner (\$1,000)
- Arctic Ambassador (\$2,000)
- Drone Show Sponsor (\$25,000)
- Ice Throne Sponsor (\$5,000)
- Ice Fishing Sponsor (\$5,000)
- Ice Bar Sponsor (\$5,000)

Amount: _____

Payment Method:

- I am requesting an invoice.
- I would like to pay via ACH/EFT.
- I am enclosing a check (Please make checks payable to East Loop CID).

Mailing Address for Checks:
East Loop CID
Attn: Samantha Smugala
6150A Delmar Blvd.
St. Louis, MO 63112

Additional Information:

All contributions are tax-deductible to the extent allowed by law.
For questions, please contact Samantha Smugala at
director@thedelmarloop.com or call **618-334-4772**.