

SWEETLAND™

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2021-22 SPONSORSHIP OPPORTUNITIES



Outdoor Skating Rink
Great Lawn at Sweetland Amphitheatre
110 smith street
Historic Downtown LaGrange
2021-2022

Skating at Sweetland

Ice Skating Comes to Downtown LaGrange

Sweetland Amphitheatre will host a covered, outdoor ice-skating rink that is sure to become a beloved, holiday tradition for not only Troup County, but throughout this region. During its 12 weeks of operation, the ice rink will prove to be a significant driver of economic activity downtown as skaters and their family's frequent restaurants and shops. The rink will also provide a healthy, outdoor activity during some of the coldest months and added spirit to the holiday season.

We anticipate 15,000 to 20,000 visitors to Downtown LaGrange during the 11+ weeks of Sweetland on Ice. This will provide wonderful exposure and wide array of benefits to sponsoring businesses for example: marquee signage at various spots throughout the venue and on the ice rink, on-site announcements and acknowledgements, product displays, private party opportunities, complimentary tickets and more. Sponsorships will help support this soon to be popular attraction for the region.

Skating Schedule

The rink will be open Thursday from 5-9pm, Friday from 5-9pm, Saturday from 12pm till 9pm, and Sunday from 12pm-9pm.

Cost to Skate

Adult Ice Skating + Skate Rental: \$14.00

Kids Ice Skating + Skate Rental: \$10.00

Bring Your Own Skates: \$8.00

Group Rate (10+ people): \$12 Adults/ \$8 Kids

Programs & Promotions


















Sweetland on Ice will offer numerous programs and promotions throughout the skating season including school spirit nights, theme nights, and more.

www.sweetlandamp.com

Sponsorship Levels

Will you be a part of the coolest place in LaGrange?

In addition to inclusion in the marketing plan, there will be numerous other benefits of sponsorships, including on-site recognition through rink dasher boards, marquee signage and PA announcements, exhibit space, coupon distribution, employee discounts, complimentary tickets and more. The partnering opportunities that will put your brand in front of thousands of people including skaters and onlookers and it comes at a time of year when exposure can be easily turned into sales.

Sponsorship Opportunity	Title Sponsor \$2500	Gold Sponsor \$1000	Silver Sponsor \$500	Bronze Sponsor \$250
COMMERCIAL SPACE- company will have a commercial played before the movies presented at Holidays at Sweetland (more information next page).				
EVENT POSITIONING- company will be recognized in all marketing, advertising, promotion and public relations for Sweetland on Ice				
LOGO ON DASHER BOARD- company logo on boards inside the ice rink (size by level)				
ON SITE ACTIVATION & PRODUCT DISPLAY				
PRINT & BANNER PROMOTIONS- in print ads, posters, flyers				
SPONSOR ANNOUNCEMENT- mentioned daily during skate time				
SOCIAL MEDIA- logo on Sweetland website & social media sites				
COMPLIMENTARY TICKETS	30	20	10	5

*Title Sponsor – Dasher Board Size: 95in. x 34in.

*Gold Sponsor – Dasher Board Size: 47.5in. x 34in.

Holidays at Sweetland

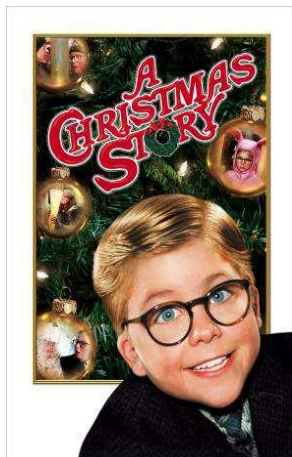
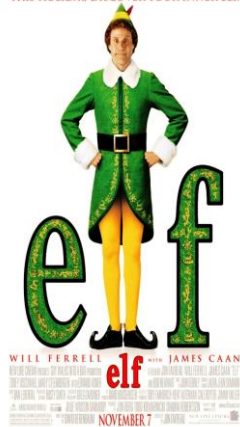
Season opening November 19, 2021!

Holidays at Sweetland will take place the first 5 Fridays of the ice skating season, and we will be showing holiday movies on the stage at NO COST! Come bundled up to the concert stage and enjoy some Holiday movie favorites.

Movie Schedule

- November 19: ELF
- November 26: A Christmas Story
- December 3: Dr. Seuss', How The Grinch Stole Christmas
- December 10: It's A Wonderful Life
- December 17: The Polar Express

THIS HOLIDAY DISCOVER YOUR INNER ELF



Sponsorship Agreement



Sponsor Name: _____

Mailing Address: _____

Primary Contact: _____ Phone: _____

Email Address: _____

Website: _____

Signature: _____ Date: _____

By signing this document, sponsor will pay Sweetland Amphitheatre the appropriate sponsorship amount noted below for promotional considerations in the attached Sponsorship Opportunities materials.

Please mark a sponsorship level, sign, date and return with check made payable to Sweetland Amphitheatre no later than 10 days after returning this agreement.

___ Title Sponsor	\$2500
___ Gold Sponsor	\$1000
___ Silver Sponsor	\$500
___ Bronze Sponsor	\$250

Mail Payment to: Sweetland Amphitheatre, 200 Ridley Ave, LaGrange, GA 30240

Questions??: Contact Mary Kate Nix: 706.594.6204