



August 18, 2017

Mendocino County Tourism Commission

Dear Commission Member,

Thank you for supporting the 'Ukiah On Ice' Downtown Skating Rink last year. We could not have done it without you! The community response to the ice rink was tremendous, drawing people from all around the County, Lake County, and northern Sonoma County. The excitement and energy focused around the ice rink was infectious, and resulted in increased traffic to the area.

Ukiah On Ice:

- ❖ received over 7,300 skaters of all ages from near and far
- ❖ welcomed thirty-three field trips with over 800 students and dozens of chaperones
- ❖ hosted ten private parties and five small parties
- ❖ received widespread exposure on social media; Facebook 'Ukiah on Ice' posts reached an impressive 140,656 people, with 3,996 reactions, 1,452 shares and 927 comments

This winter, the City of Ukiah and Adventist Health Ukiah Valley are partnering again to bring the ice rink back to downtown Ukiah. For five weeks in December and January, the festive, lighted and covered rink will be open every day and available for special events. The ice rink is the anchor event for the winter tourism season. Without the generous contributions of community sponsors, bringing this unique event back to Ukiah would not be possible.

While MCTC is typically focused on attracting visitors from outside the county, it should be recognized that branding and community pride are also imperative to the mission of the organization. Community pride fosters positive word-of-mouth marketing, which helps generate overnight stays and increased spending with your hospitality partners.

On behalf of the City of Ukiah, we respectfully ask the Mendocino County Tourism Commission (MCTC) to participate in this terrific community event again this year at the Platinum Level (\$10,000). Attached, please find a summary of the sponsorship benefits; we would be happy to customize this package to better fit your needs by request. Thank you again for your support last year. We could not have done it without you, and we look forward to the possibility of working with you on the 2017/2018 season.

Respectfully,

Jake Burgess

Recreation Supervisor



UKIAH ON ICE



Sponsorship Opportunity

Want to be a part of one of the City's newest and biggest events of the year? Are you ready to put your company name in front of thousands of enthusiastic residents? Looking to show your employees and customers your dedication to our community?

Adventist Health Ukiah Valley and the City of Ukiah have teamed up once again to bring a holiday ice skating rink to Downtown Ukiah and are pleased to bring back *Ukiah on Ice*! Last Season over 7,300 skaters of all ages enjoyed the skating action and fun!

The community was thrilled with the opportunity to ice-skate in historic downtown Ukiah. This spectacular event offers unrivaled partnership opportunities. *Ukiah on Ice* will be open every day for five weeks, attracting thousands of skaters and spectators and providing wonderful exposure to sponsoring businesses. Sponsors will enjoy a wide array of benefits such as private party opportunities, signage at the rink, logo placed on the State Street Banner, complimentary tickets, social media exposure and more.

Ukiah on Ice will open on Sunday, December 2nd and continue daily through January 7th, 2018. Promotion throughout the county (plus Lake County) will begin 1-2 months prior to opening and provide exposure when it is most easily turned into sales and genuine interest.

With *Ukiah on Ice* comes outstanding benefits and unique opportunities for your brand and company. Partner with us and provide a refreshingly fun, healthy, local activity for all ages while providing a big "wow" for clients, vendors & employees.

Give your support to the community and your employees to share in the magic of the ice.

Come Skate With Us!

Select from the following partnership benefits:

	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
PRIVATE EVENT - UP TO 100 PEOPLE (2HR)	X			
STATE STREET BANNER— LOGO INCLUDED (3 weeks)	X	X		
LOGO ON THE ZAMBONI	X	X		
CUSTOM AD—IN CITY'S WINTER/SPRING RECREATION GUIDE REACHING 18,000 HOMES	1/2 Page	1/4 Page		
BANNER AT THE RINK FOR FIVE WEEKS (banner roughly 4x6)	X	X	X	
SOCIAL MEDIA COVERAGE FROM BOTH THE CITY OF UKIAH AND VISIT UKIAH (3 posts a week for 8 weeks)	X	X	X	
MARKETING INCLUSION ON POSTER (300+ distributed)	X	X	X	X
LOGO ON UTILITY BILL INSERT (direct mailed to approx. 8,000 customers)	X	X	X	X
LINKABLE LOGO PLACEMENT ON CITY OF UKIAH WEBSITE and UKIAH ON ICE FACEBOOK PAGE	X	X	X	X
CITY COUNCIL RECOGNITION AND SPONSOR RECEPTION	X	X	X	X
RADIO SPOT PRIORITY PLACEMENT (5 weeks)	75 per week	50 per week	20 per week	15 per week
COMPLIMENTARY TICKETS	100	50	25	10

** Custom Sponsorship Available **

Visit Mendocino
345 N Franklin St
Fort Bragg, CA 95437



City of Ukiah

January 24, 2017

Dear Visit Mendocino,

Ukiah on Ice was an incredible success for our community and your sponsorship made it possible. The City of Ukiah would like to acknowledge and thank you for your support.

The ice rink hosted over 7,300 skaters during the five weeks it was open. Additionally, when school was in session, thirty-three field trips enjoyed the ice, bringing with them eight hundred students plus chaperones. The rink also employed fourteen young adults.

Here's a summary of what your business received for your platinum sponsorship;

- ❖ State Street banner- logo included (displayed for three weeks over State Street and two weeks in Alex Thomas Plaza)
- ❖ Private event- up to 100 people (2 hours) or extra complimentary tickets
- ❖ Logo projected on the ice rink (this feature was only operational on a limited basis due to technical difficulties)
- ❖ Logo on the Zamboni for the duration of the event
- ❖ Custom ½ page ad in the City of Ukiah Winter/ Spring Rec Guide, directly mailed to 18,000 homes
- ❖ 4' x 6' banner prominently displayed at the rink for five weeks
- ❖ Social media coverage from the City of Ukiah, Visit Ukiah, Ukiah on Ice and City of Ukiah Recreation, which reached an astounding 140,656 people, with 3,996 reactions, 1,452 shares and 927 comments. Not to be lost is also the additional huge amount of personal social media posts
- ❖ Event poster- logo included (300+ distributed)
- ❖ Logo on utility bill insert (direct mailed to approx. 8,000 customers); plus look for the bonus thank you insert in January!
- ❖ Linkable logo placed on City of Ukiah Website and Facebook pages
- ❖ Complimentary tickets- 40, and 100 half-priced customized tickets (or 50 full price)
- ❖ Radio spot priority placement (5 weeks)- 75 per week at a minimum on K-WINE & MAX stations
- ❖ Ice rink promotional materials distribution in English and Spanish to every student at all schools in the Ukiah Valley (6,000 distributed)
- ❖ Event coverage in both the Sonoma and Mendo-Lake Family Life Magazines (print and electronic versions, reaching a circulation of over 50,000)

On behalf of the City of Ukiah and our community, thank you for your support of **Ukiah on Ice**.

Sincerely,

Sage Sangiacomo

City Manager

City of Ukiah