UKIAH On Ice

SPONSORSHIP OPPORTUNITIES

BE PART OF UKIAH'S BIGGEST WINTER EVENT!

Want to put your business in front of thousands of enthusiastic residents and visitors? Looking for a meaningful way to showcase your company's commitment to the community? The City of Ukiah, in partnership with the Greater Ukiah Business and Tourism Alliance, is bringing Ukiah on Ice back to Downtown Ukiah!

Last season, skaters of all ages enjoyed the excitement of ice skating in the heart of historic downtown Ukiah. The community embraced this unique winter experience, making Ukiah on Ice a highly anticipated seasonal tradition.

A UNIQUE OPPORTUNITY FOR YOUR BUSINESS

Ukiah on Ice offers exceptional visibility and partnership opportunities for local businesses. The rink will be open daily for seven weeks, welcoming thousands of skaters, families, and spectators while giving sponsors valuable exposure throughout the season.

Sponsors can enjoy a variety of benefits, including:

- Private party opportunities
- Custom signage at the ice rink
- Logo placement on the State Street banner
- Complimentary skating tickets
- Social media recognition
- Promotional opportunities throughout the event
- And more!

Ukiah on Ice will be open November 30, 2026 through January 17, 2027, providing businesses with an extended opportunity to connect with the community during the holiday season and beyond. Promotion throughout Mendocino County, as well as Lake County, will begin more than a month before opening, helping generate awareness and excitement well in advance of the event.

PARTNER WITH US

Ukiah on Ice is more than an event—it's an opportunity to bring people together and provide a fun, active, and memorable experience for all ages.

Show your customers, employees, vendors, and clients that you believe in Ukiah and our community. Give the gift of a memorable winter experience while putting your business in the spotlight. Partner with Ukiah on Ice and help us make this year's season the best one yet!

COME SKATE WITH US!







UKIAH On Ice

SPONSORSHIP LEVELS

MARKETING & MEDIA REACH

Sponsors benefit from a high impact strategy that combines social media promotion (Facebook, Instagram, Nextdoor, and Mailchimp) with wide-reaching print distribution, including rack cards to over 12,000 homes and businesses and posters in more than 250 local businesses.

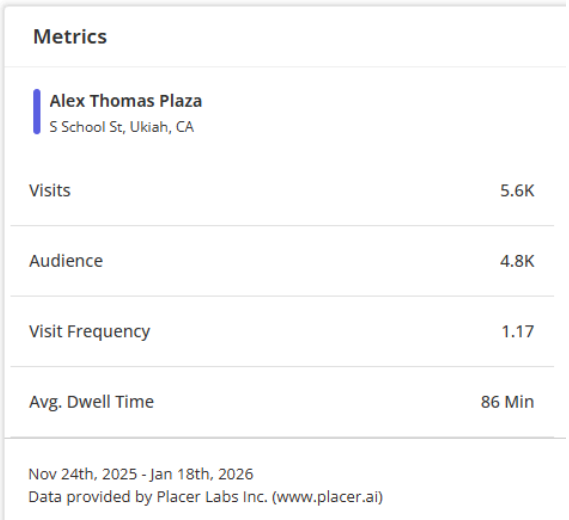
Media sponsors KWINE & MAX and Visit Ukiah further extend reach through radio advertising and coordinated cross-platform promotion, ensuring maximum visibility.

City of Ukiah

- Almost 6,000 direct e-mail receipents
- Over 4,100 Instagram followers
- Over 10,000 Facebook followers

Placer.ai

Placer.ai data shows that Ukiah on Ice draws an average of more than 5,000 patrons, bringing thousands of community members and families downtown to enjoy the skating experience each season.



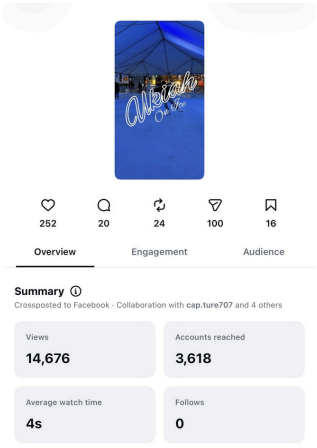
MAX 93.5 FM

945 KWINE All New – All Hits

<u>Ukiah on Ice Commercials:</u>

- Average 8,000 - 10,000 weekly listeners
- Covers Mendocino & Lake County
  - Calls come from not only the Ukiah Valley but Clearlake to Fort Bragg & Hopland to Laytonville

VISIT UKIAH



Event coverage has engagement with 12,000+ followers on Facebook & 8,000+ on Instagram

UKIAH On Ice

SPONSORSHIP LEVELS

	PLATINUM $10,000	GOLD $5,000	SILVER $2,500	BRONZE $1,000
PRIVATE EVENT UP TO 100 PEOPLE (2 HOURS)	❄			
STATE STREET BANNER LOGO	❄	❄		
LOGO BANNER AT THE UKIAH ON ICE RINK ICE RINK OR EVENT AREA	❄	❄		
MENTION ON UKIAH ON ICE POSTER DISTRIBUTED IN THE UKIAH VALLEY	LOGO	LOGO	TEXT	TEXT
MENTION ON UKIAH ON ICE UTILITY STUFFER MAILED TO 12,000 HOUSEHOLDS	LOGO	LOGO	LOGO	LOGO
LOGO PLACEMENT ON CITY OF UKIAH WEBSITE	❄	❄	❄	❄
MENTION IN RADIO ADS	❄	❄	❄	
COMPLIMENTARY TICKETS (CUSTOM WITH LOGO)	100	50	25	10

City of Ukiah Recreation Department - UKIAH ON ICE

Company/Organization Name _____

Contact Person _____

Address _____

City _____ State, ZIP _____ Phone _____

E-mail _____

Level of Sponsorship:

- ☐ PLATINUM $10,000
- ☐ GOLD $5,000
- ☐ SILVER $2,500
- ☐ BRONZE $1,000

Payment Plan Available!

To assure your business is included in all promotional material, please submit pledge form by October 31, 2026.

If you have a new logo, please e-mail maranda@cityofukiah.com a high resolution copy.

Signature _____

Date _____

Pledge now! Please e-mail or mail this form to secure your sponsorship.

Mail: City of Ukiah Recreation Department
Ukiah on Ice Sponsor
411 W. Clay St., Ukiah

E-mail Marianne at maranda@cityofukiah.com
For more information, call (707) 463-6231

FOR OFFICE USE:

Pledge Received _____ **Payment Received** _____

Early Bird _____