

32ND ANNUAL FAIRBANKS ICE ART PARK

Located at: 470 Ethel Stoneman Blvd
Mailing Address: PO Box 74525
Fairbanks, AK 99707
(907)451-8250 Option 5 sales@iceartpark.com



Dear Potential Advertiser,

We are excited to present the Ice Art Park's Marketing Plan for the 2020 season. The ice event since starting in 1988, 32yrs; has drawn huge crowds from around the state, all over the U.S. and across the world. Fairbanks is indeed fortunate to have the weather that makes the crystal clear, aqua blue ice. The artists that are willing to travel at their expense sculpt the ice and the people that are willing to support the artists in their artistic endeavors. The ice event stands on a 3-legged stool. The great Fairbanks weather, the artists that sculpt the ice and those that are dedicated to make it all happen. We would welcome the opportunity to add your name to that special list.



Fairbanks, Alaska is well known as the ice sculpting capital of the world. A distinction earned over the 32 consecutive years of operation. It is estimated the sculpting events bring in over 40,000 people physically into the Fairbanks market and captures an audience of more than 100,000 people altogether. Bringing the eyes, ears and mouths of potential customers staying and dinning at your businesses. Our desire is to see your business name sculpted in ice, proudly displayed in Logo Park at the Ice Art Park. Or better yet become one of the Ice Art Park's 7 Major Advertisers for the 2020 season. This will give your company the greatest advertising exposure. The specific details are attached in the following pages.

The Fairbanks Ice Art Park will shine bright during the entire months of February and March while we celebrate making it through another long Fairbanks winter. We are confident businesses' that purchase one of our limited advertising levels will achieve positive financial results. Ice Art Park's funding goal is to make advertising not a business expense but an investment in the future of the Fairbanks community.

The supply is limited by the quantity available at each level. We will work hard to help advertisers achieve their advertising goals. We ask you to purchase an Ice Art Park ad and give us a chance to prove we can help attain your advertising goals. Our business partners that advertise with us starting this year (2020) will be locked into this year's price until 2022 or until your business refuses the advertising spot.

On behalf of all the staff here and visitors to the Fairbanks Ice Art Park, we would like to invite you to participate in a spectacular event!

The 32nd Annual Opening of Fairbanks Ice Art Park

"Have an ICE Day"

FAIRBANKS ICE ART PARK

(907)451-8250 Option 5

Located at 470 Ethel Stoneman Blvd, Fairbanks, AK 99709

Mailing Address: PO Box 74525, Fairbanks, AK 99707

**2020 ADVERTISING ORDER FORM**

Company Name _____ Contact Name _____

Mailing Address _____ City/State/Zip _____

Email Address _____ Phone _____

Website Address _____

AdSpot#	Description	Total Available	QTY Ordered	Complimentary Tickets	2020 Price	Future 2022 Price
A1.0	Ethel Stoneman Boulevard Display (TITLE)	1		(40) Day Passes Total Value: \$600 (1) VIP Parking Pass	\$3,000	\$10,000
A1.1	"O'Grady Pond Too" Ice Harvests	5		(10) Day Passes Total Value: \$150	\$500	\$1,000
A1.2	Stoneman Boulevard Lighted Ice Displays	10		(10) Day Passes Total Value: \$150	\$300	\$2,000
A1.3	Stoneman Boulevard Light Displays	12		(10) Day Passes Total Value: \$150	\$200	\$500
A1.4	Ice Art Park Front Entrance Display	6		(4) Day Passes Total Value: \$60	\$100	\$2,000
A1.5	Lighted Country Signs IAP Parking Areas C,D,E You may pick the country name if available.	50		(4) Day Passes Total Value: \$60	\$50	\$200
A1.6	North, East and South Fence Icicle Lighting	3		(10) Day Passes Total Value: \$150	\$250	\$400
A2.0	Kids Ice Art Park (TITLE)	1		(40) Day Passes Total Value: \$600 (1) VIP Parking Pass	\$5,000	\$15,000
A2.1	Mega Projects	5		(10) Day Passes Total Value: \$150	\$200	\$2,000
A2.2	Mini Slides	5		(10) Day Passes Total Value: \$150	\$500	\$1,500
A2.3	Interactive Displays	5		(10) Day Passes Total Value: \$150	\$500	\$1,000
A2.4	Ice Spinners	15		(10) Day Passes Total Value: \$150	\$100	\$250
A3.0	Ice Art Park Activities (TITLE)	1		(40) Day Passes Total Value: \$600 (1) VIP Parking Pass	\$5,000	\$20,000
A3.1	Ice Art Park Stage for Awards	3		(10) Day Passes Total Value: \$150	\$500	\$3,000

A3.2.0	Slide-A-Mile (TITLE)	1		(20) Day Passes Total Value: \$300 (1) VIP Parking Pass	\$1,000	<i>\$5,000</i>
A3.3	Slide-A-Mile Lanes	15		(10) Day Passes Total Value: \$150	\$200	<i>\$800</i>
A3.4	Ice Art Park VIP Parking Area Spaces	20		(4) Day Passes Total Value: \$60	\$50	<i>\$800</i>
A3.5.1	Ice Art Park Train	1	SOLD OUT	(4) Day Passes Total Value: \$60	\$200	<i>\$500</i>
A3.5.	Ice Art Park Train Passenger Car	6		(10) Day Passes Total Value: \$150	\$200	<i>\$500</i>
A3.6.0	Ice Art Park WIFI Hotspot	1		(10) Day Passes Total Value: \$150	\$500	<i>\$500</i>
A3.7	"Day in the Ice Art Park"	20		(10) Day Passes Total Value: \$150	\$300	<i>\$3,000</i>
A3.8	Ice Art Park Special Exhibits	500		(10) Day Passes Total Value: \$150	\$500	<i>\$3,000</i>
A3.9	Ice Art Park Picture Face Displays	400		(10) Day Passes Total Value: \$150	\$400	<i>\$1,200</i>
A3.10.0	Ice Obstacle Course (TITLE)	1		(10) Day Passes Total Value: \$150	\$500	<i>\$6,000</i>
A3.10	Ice Obstacle Course Mile Obstacle	10		(10) Day Passes Total Value: \$150	\$200	<i>\$4,000</i>
A3.11	Ice Obstacle Course-100ft Route Marker	52		(4) Day Passes Total Value: \$60	\$30	<i>\$100</i>
A3.13	Ice Art Park Souvenir Program 1/4 Page	50		(4) Day Passes Total Value: \$60	\$50	<i>\$200</i>
A3.14	Ice Art Park Heated Bathrooms	50		(4) Day Passes Total Value: \$60	\$50	<i>\$250</i>
A3.15	Ice Art Park Site Map 4'x8' Lighted Sign	200		(10) Day Passes Total Value: \$150	\$200	<i>\$400</i>
A3.16	Ice Art Park Lighted Static Passenger Train Car	12		(4) Day Passes Total Value: \$60	\$75	<i>\$200</i>
A3.17	Warm Up Building (Food/Drinks)	3		(10) Day Passes Total Value: \$150	\$100	<i>\$1,000</i>
A3.18	Ice "Thank You Display" Name Engraved in Ice	70		(4) Day Passes Total Value: \$60	\$50	<i>\$100</i>
A4.0	RV Site Exhibitions (TITLE)	1		(40) Day Passes Total Value: \$600 (1) VIP Parking Pass	\$3,000	<i>\$30,000</i>
A4.1	RV Site Exhibition Sculpture	10		(20) Day Passes Total Value: \$300	\$800	<i>\$2,500</i>
A5.0	Tent Site Exhibitions (TITLE)	1		(40) Day Passes Total Value: \$600 (1) VIP Parking Pass	\$3,000	<i>\$25,000</i>
A5	Individual Exhibition Sculpture	15		(10) Day Passes Total Value: \$150	\$500	<i>\$12,500</i>
A6.0	Business Ice Logo Park (TITLE)	1		(40) Day Passes Total Value: \$600 (1) VIP Parking Pass	\$3,000	<i>\$15,000</i>

A6	Individual Business Logo	30		(10) Day Passes Total Value: \$150	\$300	\$1,000
A7.0	Sculpting World Friendship (TITLE)	1	SOLD OUT	(40) Day Passes Total Value: \$600 (1) VIP Parking Pass	\$3,000	\$50,000
A7	SWF Sculpting Site	10		(10) Day Passes Total Value: \$150	\$500	\$5,000

Checks should be made payable to: ICE ART PARK

<-TOTALS-->

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All packages above include the following:

Name & logo shown on iceartpark.com website with clickable link. 365 day a year coverage! (Jan-Dec 2020)

Acknowledgment via the Ice Art Park digital presentation system located inside the front entrance ticket building and each warm up building.

Thank you in local newspaper listed by business advertising level.

Major (TITLE) Advertisers (7) Logo's on the front of Ice Art Park Info/Map Handout - Free to every visitor. Also, features Ice Art Park Locator Map, Walt Coty People's Choice Ballot and Kids Ice Park favorite activity ballot. Name on the Ice Art Park "Thank You" Ice Wall of Advertisers. Large sign/banner provided by Ice Art Park and approved by Major Advertiser placed on front entrance east wall, lighted for night viewing and remains from January 1 – December 31, 2020

FIRST RIGHT OF REFUSAL FOR ADVERTISING AT CURRENT LEVEL TO 2022

Specifications

8 ½ x 11 as a minimum size sign, provided by Ice Art Park will be placed next to advertiser's site. The sign will be in color and list the advertiser's name, address, phone number and email: Logo will be added to sign if provided digitally by Advertiser to Ice Art Park marketing representative.

At the \$500 level and above, Business Banner(s), with logo can be displayed within the Ice Art Park. (Banners are the responsibility of the Advertisers to provide.—Ice Art Park shall be responsible for placement and installation. Banners will be returned to the Ice Art Park Advertiser within 2 weeks after the completion of the 2020 Event.

Please contact our Marketing Division at 907.451.8250 Option 5 for questions or to submit the completed form.

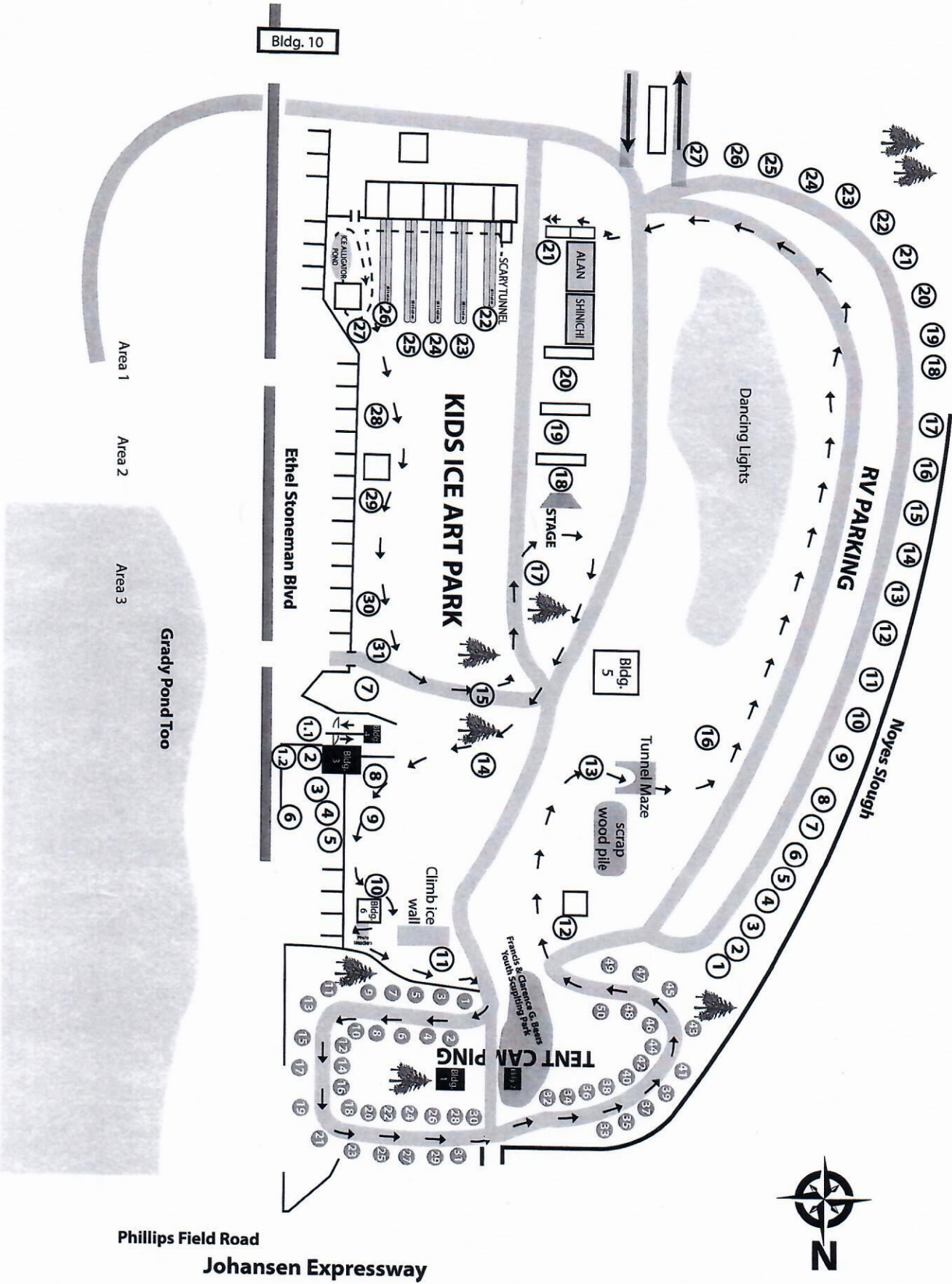
OFFICE USE ONLY

Payment Status			Date Received
Payment Method			ENTERED BY:

2020 ICE ART PARK

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2-10-20



Phillips Field Road

Johansen Expressway