

# The Cheltenham ICE RINK

## SPONSORSHIP PACK 2023

The popular Cheltenham Ice Rink will return to Imperial Gardens for Christmas 2023 – and you could be part of it.

By working together, we can continue to create magical and memorable experiences for all our valued residents and visitors.

Cheltenham's ice rink will not only boost the regional economy, but provides inspiration and pride showcasing the region's best, and biggest festive event.

Our sponsorship and advertising packages are designed to draw attention to brands by advertising around the ice rink, whilst also providing opportunities for staff and customers to attend the event at discounted or free rates!

Ice rink opens: **November 2023 (Date TBC)**

Ice rink closes: **January 2024 (Date TBC)**

Location: **Imperial Gardens**



Watch  
all the fun  
from the 2021  
Ice Rink  
**HERE**

VISIT  
CHELTENHAM  
THE FESTIVAL  
TOWN



[www.visitcheltenham.com/ice-skating](http://www.visitcheltenham.com/ice-skating)

# CHELTENHAM'S CHRISTMAS ICE RINK

## SPONSORSHIP PACK 2023

### FACTS & FIGURES

Expecting

**43,000 SKATERS**

(families, groups and corporate Christmas parties)



Town centre footfall figures in excess of

**150,000 VISITORS**



VisitCheltenham.com

attracted over

**2 MILLION**

page views in 2022

**400,000**

page views in the festive months



Brand exposure to a huge

**REGIONAL** audience



### SPONSORSHIP PACKAGES

As Cheltenham's Christmas Ice Rink is such a unique event, we can offer a whole range of bespoke sponsorship packages. Our flexible approach allows us to provide a package that is suitable for your company's needs, whether it's a selection of the options listed below or a bespoke package designed for you.

#### HEADLINE SPONSOR - £10,000

- Business logo displayed in a prime position on the ice rink homepage
- Company name and logo added to the Visit Cheltenham Christmas Guide leaflet
- 8 advertising panels situated in a prime location around the ice rink
- Invited to our VIP launch night for 20 guests to skate
- 50 complimentary tickets for staff / partners to use during the ice rink season
- 20% discount on ice skating tickets
- Featured in social media coverage and press opportunities

#### GOLD PACKAGE - £5,000

- Business logo displayed in a prime position on the ice rink homepage
- 4 advertising panels situated in a prime location around the ice rink
- Invited to our VIP launch night for 20 guests to skate
- 50 complimentary tickets for staff / partners to use during the ice rink season

- 20% discount on ice skating tickets
- Featured in social media coverage and press opportunities

#### SILVER PACKAGE - £2,000

- Business logo display on the ice rink homepage
- 2 advertising panels around the ice rink
- 10% discount on ice skating tickets



#### RINK BOARD ADVERTISING

**£500 each**

Advertising boards are located around the rink, facing inwards. These are seen by 43,000 skaters plus spectators. Cost of boards includes production but sponsors need to supply own artwork.

\* Discounts available for advertising on multiple boards

To discuss sponsorship and partner opportunities, contact Tara on **07468 716057** or email [sponsorship@marketingcheltenham.co.uk](mailto:sponsorship@marketingcheltenham.co.uk)

**All prices quoted exclude VAT**