



# 2011 ICE AWARDS SPONSORSHIP OPPORTUNITIES

*Celebrating Atlantic Canada's Advertising Creative*

**The 10th annual ICE Awards will be held on October 21<sup>st</sup>, 2011**

## **ICE Awards 10<sup>th</sup> Year!**

ICE is an acronym that stands for Innovation, Creativity and Enterprise.

The ICE Awards, organized by a diverse group of Atlantic Canadian advertising and marketing professionals, have been celebrating advertising and creativity, created in Atlantic Canada, for 10 years now. Be a part of the celebration as the best from this region vie for the coveted crystal ICE Buckets. ICE shares the conviction that advocating the best practices in our industry contributes to this region's economy, while helping attract and serve marketing-oriented businesses. For more highlights please visit [www.iceawards.com](http://www.iceawards.com)!

## **Attendees**

The ICE Awards event attracts over 500 attendees from the four Atlantic Provinces. This would include advertising professionals, marketing professionals, members of the business community, media and suppliers. Each year, the ICE Awards provide a great networking opportunity for everyone in attendance and excellent visibility for sponsors.

## **Sponsor Opportunities**

Our sponsorship team will work closely with interested individuals to design packages that meet the unique needs and objectives of each sponsor. We're asking our sponsors this year to consider the overall theme of the show "Celebrate the un-dead" and get creative!

This unique event provides many sponsorship opportunities and is the one place where you can let your imaginations fly and try to activate your sponsorship in ways you never have before. Whether you're a business person in the community or a supplier looking to network with various agencies in the region, our goal is to work with you to bring your brand to life. Let's make it stand out!

## **Sponsor Opportunities**

The ICE Awards is a unique property with a highly valuable target market. They are affluent and connected. In return for your investment we offer the following opportunities:

- Pre-show Reception
  - ICE Awards Show
  - After-Party
  - Media Placement
  - Award or Award Category
  - ICE Gallery
- And the list goes on...



Sponsorship Packages	Presenting	Gold	Silver	Merit
	\$10,000	\$5,000	\$2,500	\$1,000
<b>Advertising</b>				
Ad(s) played during ICE Awards show	√			
Logo placement on print and OOH media	√	√		
Ad in ICE Awards book (National Distribution)	Full Pg	Half Pg	Logo	
<b>Website</b>				
Logo and Link	√	√		
Logo			√	√
<b>Event profile</b>				
Exclusive onsite branding opportunities	√	TBD		
Logo on event collateral	√	√	√	
Awards category sponsorship and presentation	√	√		
Membership listing in ICE Awards book	√	√	√	√
<b>Complimentary event tickets</b>	10	4	2	
10% discount on ICE Awards tickets	√	√	√	√

*Sponsorship closes September 30, 2011.*

### ICE Award Committee Members

- Event Co-Chairs - Shawn King, Extreme Group & Jason Eisener, Director
- Agency Judging - Jenny Smith, Target Marketing
- Event Management - Lynn Buckley, Agenda Managers
- Event Coordinator - Alison Casey, Agenda Managers
- Young Creative Competition - Mike Whitelaw, Prime Creative
- Sponsorship - Donna Alteen, Time + Space Media & Marlene Barnes, Prime Creative
- PR - Jane Hall, Extreme Group
- Winners Showcase/Book - Nelson Angel, Revolve
- Finance - Mark Gascoigne & Susan Crowell, Trampoline
- Legal Counsel - Burtley Francis, Stewart McKelvey

The ICE Awards is the single most important event for the marketing industry in Atlantic Canada and with your help and dedication; we know the 10<sup>th</sup> year, will be the best year yet. The high standard of the ICE Awards has gained the respect of the advertising and marketing community not only here in Atlantic Canada, but across the country.

If you would like to discuss the possibility of becoming an event sponsor, please feel free to contact us at your convenience:

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 Time & Space Media  
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