



SPONSORSHIP 2010 ICE AWARDS

Message from the Chairs

Great ideas get great results. As a valued contributor to the advertising industry in Atlantic Canada, you know this fact as much as we do. You also likely know that every year, we gather as an industry to recognize the great work that has come out of this region, and to encourage agencies and clients to continue to push for great ideas.

In order to do this, we rely on the help of organizations like yours.

Keeping with the changes that are invigorating our industry, the ICE Awards themselves are undergoing an evolution. Now being led by the next generation of marketing professionals, the show promises to be more dynamic and exciting than ever. We have gathered some of the best young agency people in the region and they, along with the guidance of some seasoned veterans, are hard at work making this year's event one for the record books.

The ICE Awards Gala is the one time of year that the entire Atlantic Canadian advertising industry gathers in a single place. As a sponsor of ICE, you would have the opportunity to associate your brand with creative excellence and to support the growth and sustainability of the advertising industry in our region.

We hope that you will take a moment to review the attached sponsorship opportunities package. If you have any questions or would like to discuss becoming involved for 2010, please contact our sponsorship co-chairs:

Donna Alteen, *Sponsorship Co-Chair*

Time & Space Media
(902) 429-8463 ext. 830
dalteen@timespacemedia.com

Shelley MacKenzie, *Sponsorship Co-Chair*

Cossette Media
(902) 428-4237
shelley.mackenzie@cossette.com

Thank you for your consideration. We look forward to seeing you on October 22, 2010 at the World Trade and Convention Centre in Halifax, Nova Scotia.

Sincerely,

Sarah Fitzgerald, *Co-Chair*

Tyler MacLeod, *Co-Chair*



2010 ICE AWARDS SPONSORSHIP OPPORTUNITIES

Celebrating Atlantic Canada's Advertising Creative

ICE AWARDS

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, celebrate creative advertising made in Atlantic Canada, as the best from this region vie for the coveted crystal ICE Buckets. Now in the ninth year of operation, 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.

EVENT INFORMATION

The 9th annual ICE Awards will be held at the World Trade and Convention Centre in Downtown Halifax on October 22nd, 2010.

This year's ICE Awards event will include a pre-show reception, the awards show, a gallery for all submitted work and an after-party celebration.

2010 ICE AWARDS COMMITTEE

- Tyler MacLeod, *Co-Chair, Extreme Group*
- Sarah Fitzgerald, *Co-Chair, Cossette Media*
- David Sayers, *Creative Co-Chair, Bristol*
- Lynn Buckley, *Event Co-Chair, Agenda Managers*
- Jessie Wentzel, *Event Coordinator, Agenda Managers*
- Jenny Smith, *Agency Judging Co-Chair, Target Marketing*
- Ben Boudreau, *PR Co-Chair, Revolve*
- Byron Richards, *Fearless Client Co-Chair, Spark Marketing*
- Amy Wheaton, *Marketing Co-Chair, HeadSpace Design/Interactive*
- Bhragh Rathbun, *ICE Membership/Directory Co-Chair, Cossette East*
- Shelley MacKenzie, *Sponsorship Co-Chair, Cossette Media*
- Donna Alteen, *Sponsorship Co-Chair, Time & Space*
- Tara Allison, *Finance Co-Chair, Trampoline*
- Jonathan Perry, *Volunteer Coordinator, Dalhousie University*
- Victoria Ward, *Entries Committee Head, Target Marketing*

- Mark Berish, *Entries Coordinator, Dalhousie University Co-Op Program*
- Burtley Francis, *Legal Counsel, Stewart McKelvey*
- Phil Otto, *Winners Showcase/Book, Revolve*

ICE AWARDS HIGHLIGHTS

The ICE Awards celebrate the best of what Atlantic Canadian advertising has to offer. This year, we will recognize all of our region's advertising accomplishments through our ICE Gallery, which will showcase some of the best entries from each agency. For more highlights please go to iceawards.com.

The ICE Awards not only recognize marketing professionals, but also the up-and-coming talent that our four provinces have to offer through the Young Creative's Category.

PAST SPONSORS

- Atlantic Lottery Corporation
- Moosehead Breweries
- Globe & Mail
- CBC
- Communications NS
- Egg Films
- CHUM
- Pattison Outdoor
- The Chronicle Herald
- Transcontinental Printing
and many more ...

ATTENDEES

Last year, the ICE Awards attracted 500 attendees from the four Atlantic Provinces. Those in attendance 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.

2010

SPONSORSHIP OPPORTUNITIES

SPONSOR OPPORTUNITIES

Our sponsorship team will work closely with interested individuals to design packages that meet the unique needs and objectives of each sponsor. This unique event provides many sponsorship opportunities and it is our job to find the right mix for each and every sponsor.

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.

ICE AWARD SPONSORSHIP OPPORTUNITIES INCLUDE:

- Pre-show Reception
- After-Party
- Media Placement
- ICE Awards Show
- Award or Award Category
- ICE Gallery

And the list goes on...

CATEGORY LIST

"Campaign" means two or more pieces.

BROADCAST

- TV Campaign
- TV Single
- TV under 30k
- Single or campaign, produced for under \$30,000
- Radio Campaign
- Radio Single
- Cinema

PRINT/OUTDOOR OR OOH

- Print Campaign
- Newspaper or magazine
- Print Single
- Newspaper or magazine
- Out of Home Campaign
- Standard format billboard, TSA, bus
- Out of Home Single
- Standard format billboard, TSA, bus
- Point of Purchase
- Single or campaign
work must have been created expressly with the intent of swaying last minute purchasing decision. Work entered in other print categories does not qualify for this category.

DIRECT MAIL SINGLE OR CAMPAIGN

- Public Service
Work entered in these categories cannot be entered in any other category
- Broadcast Single and Campaign
– Includes Radio, TV, etc.
- Print/Out-of-Home Single and Campaign
– Includes newspaper, magazine, billboard, poster, TSA, etc.

NON-TRADITIONAL

- Non-traditional
Single or campaign; includes guerilla, business promotion materials, announcement ads, etc. Work entered in this category cannot be entered in any other category.

INTEGRATED CAMPAIGN

- Integrated Campaign
Minimum of three mediums, entry must be in the form of a video, 2 minute maximum.

MEDIA PLAN

- Media Plan
Recognizes a media plan that demonstrates outstanding creativity in leveraging the inherent qualities of a medium to deliver a message.

ONLINE

- Website
- Online Initiative
Any single/campaign whose primary component(s) is online. Such as microsite, viral videos, banner ads, page takeovers, social media, games, etc.

DESIGN

- Logo or Identity
- Cannot be self-promo
- Brochure or Catalogue
- Packaging

LOU CABLE CRAFT AWARD

Craft Award

Awarded to any number of deserving singles or campaigns, in any category, that display an unusually high level of skill and creativity in any way [design, illustration, writing, photography, cinematography, performance, sound design, etc.

2010

SPONSORSHIP OPPORTUNITIES

FEARLESS CLIENT

Fearless Client Award

Awarded to the advertiser, not the agency. Recognizes an advertiser or brand that demonstrates a tolerance for risk, a willingness to be aggressive in the marketplace, and an appreciation of creative that pushes boundaries.

SPONSOR INVESTMENT

This year, our overall sponsorship target is \$70,000. This level will allow us to offer all in attendance the quality the ICE Awards has become known for, while still keeping the cost of tickets affordable.

Our ICE sponsorship team values contributions regardless of size and are open to ideas and/or proposals from all potential sponsors.

SPONSOR RETURN

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 benefits:

- Profile opportunities
- Website opportunities
- On-site opportunities
- Advertising opportunities
- Hospitality opportunities

SPONSORSHIP OPPORTUNITIES

Benefits	Presenting \$10,000	Gold \$5,000	Silver \$2,500	Merit \$1,000
ADVERTISING				
Ad(s) played during ICE Awards show	Yes			
Logo placement on print and OOH media	Yes	Yes		
Ad in ICE Awards book (National Distribution)	Full Pg	Half Pg	Logo	
WEBSITE				
Logo and Link	Yes	Yes		
Logo			Yes	Yes
EVENT PROFILE				
Exclusive onsite branding opportunities	Yes	TBD		
Logo on event collateral	Yes	Yes	Yes	
Awards category sponsorship and presentation	Yes	Yes		
Membership listing in ICE Awards book	Yes	Yes	Yes	Yes
COMPLIMENTARY				
EVENT TICKETS				
10% discount on ICE Awards tickets	10	4	2	-
	Yes	Yes	Yes	Yes

Sponsorship closes August 31, 2010.

2010

SPONSORSHIP OPPORTUNITIES

The ICE Awards is an important event for the marketing industry in Atlantic Canada and with your help and dedication; we know this 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.

CONTACT INFORMATION

If you would like to discuss the possibility of becoming a major event sponsor or would like to discuss other sponsorship opportunities, please feel free to contact us at your convenience.

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