



Woodland Holiday Ice Rink

Sponsorship Opportunities

We are thrilled to collaborate with you in bringing back the coolest spot in Woodland to life!

December 6th – January 11th

Location:
Freeman Park
1001 Main St,
Woodland, CA 95695

Contact

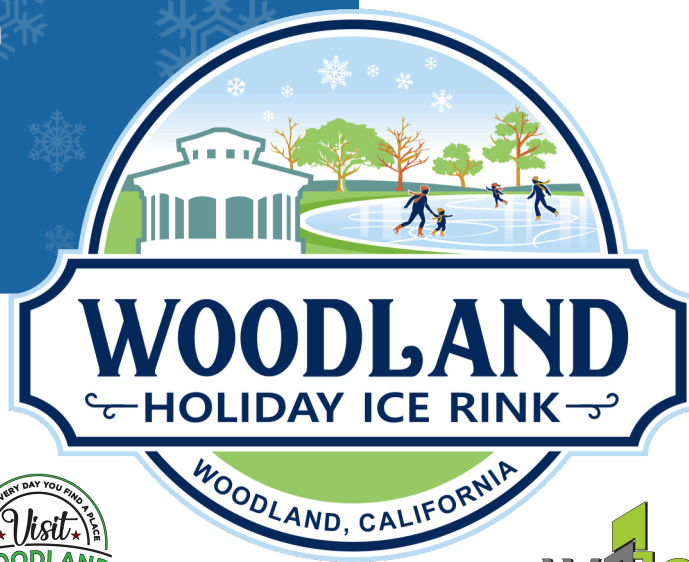
Phone: 530-668-8839

Website: www.woodlandicerink.com

Email: marketing@woodlandicerink.com

Visit Woodland

Office Address: 405 Main St, Woodland, CA 95695



The Holiday Destination

Woodland's Ice Skating Rink Returns for Its 2nd Year!

What an exhilarating moment it is! We are absolutely delighted to reintroduce a festive experience in Woodland that promises to create Holiday Magic.

Location and Offerings

Situated at the entrance of Downtown in the newly renovated Freeman Park at 1001 Main St, this stunning venue will feature:

- Ice skating
- Cozy fire pits
- Twinkling lights
- Visits from Santa on select days
- Cheerful holiday music
- And much more

The rink will open its doors on December 6th and will shine brightly until January 11th. Be sure to visit our website for hours of operation!



Event Highlights

Outdoor real ice rink illuminated by twinkle lights to create holiday magic.

Located at the entrance of Downtown Woodland, within walking distance to shops and dining.

Positive community impact by providing a gathering space for families.

Benefits for Sponsoring

This outdoor ice rink welcomes visitors six days a week. It has proven to attract thousands of guests from Yolo County and beyond.



Visitors + Skaters

This year marks our second season of producing the ice rink, and we are thrilled by the overwhelming positive feedback we received about the memorable atmosphere created last year. We eagerly anticipate welcoming thousands of visitors once more in the 2025–2026 season.

Website + Print

Starting with a strong promotional approach, your business will be prominently featured on our website, accompanied by a link to our Visit Woodland site, which garners 150,000 views on Google alone. Moreover, we'll distribute flyers and posters that will be prominently displayed throughout Yolo County. During our first season, our website analytics recorded 15,377 visitors in just 6 weeks from late Nov to early Jan.

Social Media

We will showcase your business on our social media accounts, depending on the sponsorship option you select. With 10.6K followers on Instagram and 7.6k followers on Facebook, your brand will gain significant exposure.

Sponsorship Packages



Title Sponsor

- Naming Rights for Woodland's seasonal outdoor ice skating rink Your Logo on the official rink banner, promotional materials and advertising campaigns (includes print and digital advertising, posters, TV, and websites.)
- 72" x 30" ice rink dasher board placed in premier location
- Social media (Facebook and Instagram) posts throughout the season
- PA recognitions throughout season
- Employee/guest skate night on a mutually agreed upon date *subject to availability
- 60 skate passes

\$20,000



Platinum Sponsor

- Your Logo on promotional materials (includes posters and website)
- Social media (Facebook and Instagram) posts throughout the season
- 72" x 30" ice rink dasher board
- PA recognitions throughout season
- 35 skate passes

\$15,000



Gold Sponsor

- Your Logo on promotional materials (includes posters and website)
- Social media (Facebook and Instagram) posts throughout the season
- 72" x 30" ice rink dasher board
- PA recognitions throughout season
- 25 skate passes

\$10,000



Silver Sponsor

- Your Logo on promotional materials (includes posters and website)
- Social media (Facebook and Instagram) posts throughout the season
- PA recognition during the season
- 36" x 30" ice rink dasher board
- 15 skate passes

\$5,000

Sponsorship Packages

Fire Pit Experience (limited to 1 Sponsor)

Everyone enjoys cozying up by the fire pits. By sponsoring this experience, you'll be recognized as the sole area sponsor for the fire pits!

- 72" x 30" banner with your logo as area sponsor
- Your Logo on promotional materials (includes posters and website)
- 10 skate passes

\$6,500

Dasher Board

Banner boards will be displayed by the rink for skaters to enjoy. Limited spots are available, so secure yours quickly!

- Your Logo on promotional materials (includes posters and website)
- Social media (Facebook and Instagram) posts throughout the season
- 20" x 30" ice rink dasher board
- 8 skate passes

\$2,500

Skate Helper(s)

Take advantage of our skate helpers, which are designed to assist new skaters during their skating sessions. Your business can gain visibility through this exciting opportunity!

- Your Logo or Name on promotional materials
- Your Logo on front of skate helper(s)
- Social media (Facebook and Instagram) post during the season

\$195 Each



These are some of the events that are organized/sponsored by Visit Woodland in 2025.

**Creating Core Memories
One Small Town Adventure At A Time!**



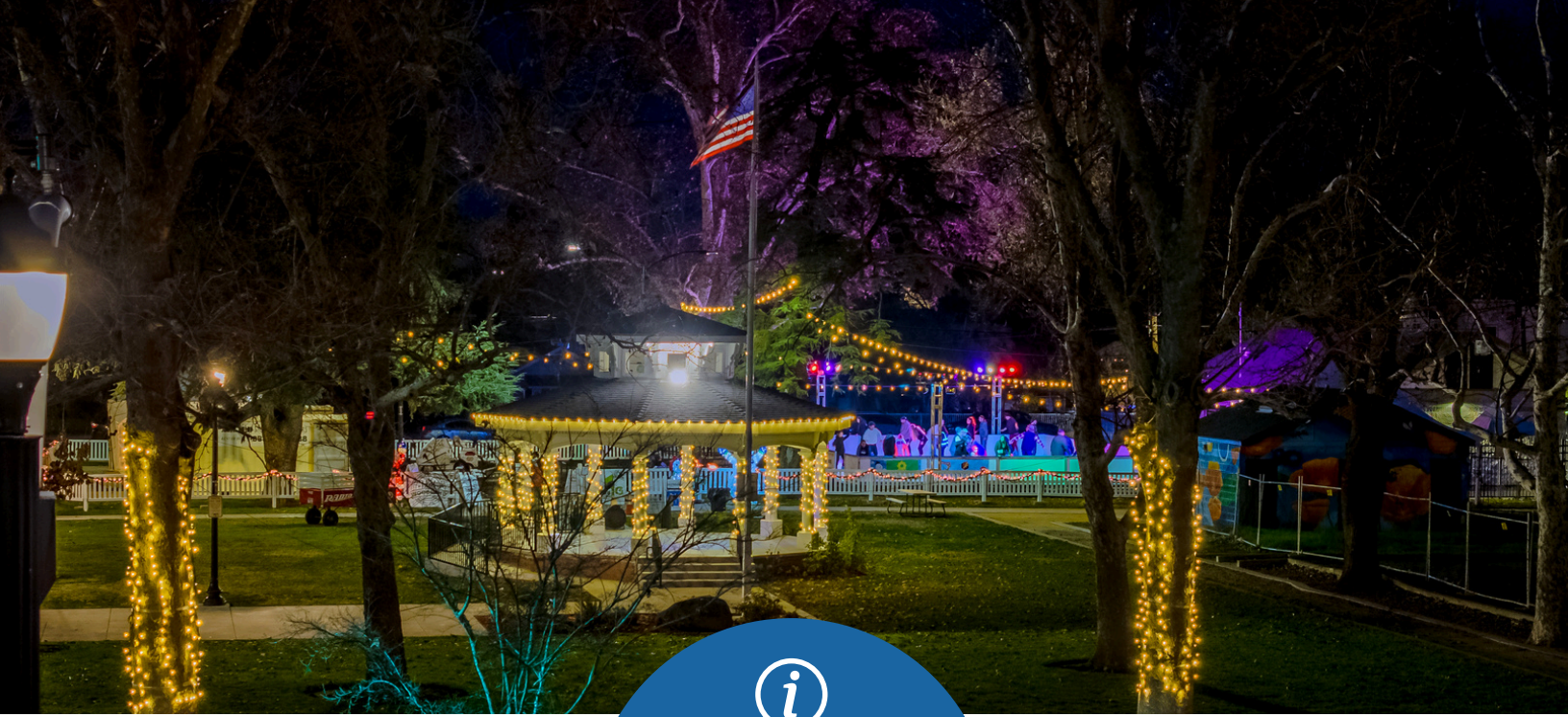
www.visitwoodland.com



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Give Us A Call

530-668-8839

www.woodlandicerink.com

marketing@woodlandicerink.com

Ice Rink Location:

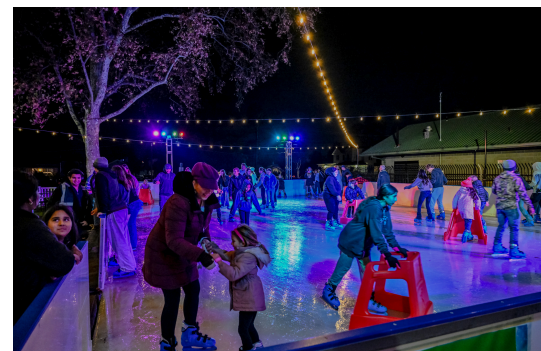
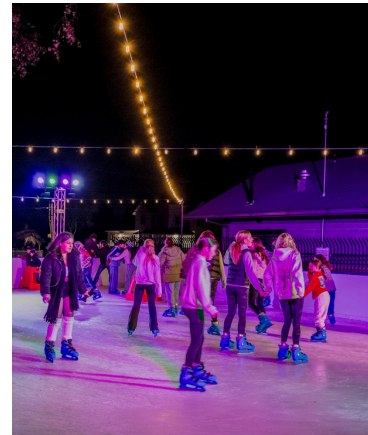
Freeman Park

1001 Main St

Woodland, CA, 95695

Visit Woodland Office Address:

405 Main St, Woodland, CA 95695





Sponsorship Program Agreement

WOODLAND ICE RINK 2025 -2026 SEASON

Application Also Online:

Sponsorship Level

- ☐ Title Sponsor ☐ Gold Sponsor ☐ Rink Side Fire Pit
☐ Platinum Sponsor ☐ Silver Sponsor ☐ Dasher Board
☐ Skate Helper(s)

QTY _____



Contact Information

Company Name	<input type="text"/>	Contact Name	<input type="text"/>
Phone Number	<input type="text"/>	Email	<input type="text"/>
Address	<input type="text"/>		

Payment Information

Payment Method: ☐ Check ☐ Credit Card

Credit Card Number CVC

Name On Card Expiration Date

Billing Address

Signature Date

By signing this document sponsor agrees to pay Visit Woodland the appropriate sponsorship fee for the Woodland Holiday Ice Rink in exchange for the corresponding promotional/advertising considerations described in the Sponsorship Program. The sponsor will provide items, such as hi-resolution logo and website link information, in a timely fashion as required for specific print and other media deadlines. Subject to availability. * Due to the nature and placement of decal advertising/dasher boards, said ad may be damaged by a variety of sources. Our team will replace damaged decals throughout the season to ensure all logos and contact information are legible and ad is displayed as intended. There is a minimum of a 3 day lead time to re-order, print and re-install damaged dasher board advertisements. **Print ads, posters, postcards, radio/television ads are all subject to deadlines and availability.

Send Completed Form To

marketing@woodlandicerink.com
Or Bring Completed Form To Our Office
405 Main St, Woodland, CA

Payment by Check

Visit Woodland
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Woodland, CA, 95695