



The Coolest Celebration on Earth™



**2004
ICE PALACE
SPONSORSHIP
OPPORTUNITIES**



**January 22-February 8, 2004
Saint Paul, Minnesota**



2004 SAINT PAUL WINTER CARNIVAL ICE PALACE

The Ice Palace will be a 60 foot tall and 200 foot wide walk through attraction, featuring an enclosed courtyard, a regulation size ice rink, and a 50 foot entertainment stage. In the center courtyard, an innovative water fountain made of Fire and Ice will be featured. A state of the art 8 minute sound and light show designed by Frattalone and Associates will run twice every hour beginning at 6:00pm.

Admission is by a Saint Paul Winter Carnival button that includes a ticket to the Ice Palace. Buttons and tickets are available on site. Hours are 10:00am-midnight.

FACTS AND FIGURES

Estimated Attendance

***1,000,000**+ visitors

54% of Ice Palace visitors
are 30-49 years of age

64% are married
with 2.9 household members

Median household income
range of **\$40,000-\$50,000**

Visitors come from the
5 state Upper Midwest region

Estimated Ice Palace economic
impact is **\$10 million**+

NHL All Star Weekend February 7-8

ABC TV opening segment for the All Star Game

ABC, ESPN, CBC will broadcast the event to over 139 countries

Over 5,000 VIP guests will attend the All Star Game and Ice Palace Festivities

*1992 Ice Palace attendance 2,500,000 visitors

SPONSORSHIP LEVELS

PRESENTING SPONSOR ***\$500,000***

- * Logo prominently displayed on the front of the Ice Palace and select locations within the palace grounds**
- * Logo prominently placed on all print advertisements, including 20 ads in the Pioneer Press, 4 ads in Mpls St Paul Magazine, brochures, posters, information kiosks, and additional print media**
- * Verbal recognition on all radio advertisements with partner Clear Channel. Estimated 500 radio spots**
- * Logo and verbal recognition on all Television spots with partner KSTP, Channel 5. Estimated 50 television spots**
- * Logo prominently displayed on the Winter Carnival web page with link to sponsors site**
- * Right to use the Winter Carnival and Ice Palace logo in any advertising related to the Ice Palace sponsorship**
- * Four 30 second spots per hour on the giant video screens located on the front of the palace**
- * 30 second spot in the Sponsor Video that will be played throughout the palace grounds at least twice hourly**
- * Key role in the Opening ceremonies/Preview Party on Wednesday January 21, 2004, attended by over 1,000 key Minnesota corporate and community leaders**
- * Opportunity to host a private luncheon or evening reception at the Ice Palace heated Marquee Village Hospitality Tent for 350 guests. All catering costs included**
- * 1,000 complimentary Ice Palace buttons and admission tickets and an opportunity to purchase additional buttons and tickets at a reduced rate of \$2.25 each (regular price is \$5.00) in quantities of 500 or more**
- * Recognition on a permanent monument to be erected on the Ice Palace site**

SPONSORSHIP LEVELS

CORPORATE LEADER ***\$35,000-\$50,000***

- * Logo on all print advertisements, including 20 ads in the Pioneer Press, 4 ads in Mpls St. Paul Magazine, brochures, posters, information kiosks, and additional print media**
- * Logo prominently displayed on the Winter Carnival web page with link to sponsors site**
- * Verbal recognition on select radio advertisements with partner Clear Channel. Estimated 500 radio spots**
- * Logo recognition on all Television spots with partner KSTP, Channel 5. Estimated 50 television spots**
- * Right to use the Winter Carnival and Ice Palace logo in any advertising related to the Ice Palace sponsorship**
- * Two 30 second spots per hour on the giant video screens located on the front of the palace**
- * 20 second spot in the Sponsor Video that will be played throughout the palace grounds at least twice hourly**
- * Invitation to the Opening ceremonies/Preview Party on Wednesday January 21, 2004, attended by over 1,000 key Minnesota corporate and community leaders**
- * Opportunity to host a private luncheon or evening reception at the Ice Palace heated Marquee Village Hospitality Tent for 350 guests**
- * 500 complimentary Ice Palace buttons and admission tickets and an opportunity to purchase additional buttons and tickets at a reduced rate of \$2.25 each (regular price is \$5.00) in quantities of 500 or more**
- * Recognition on a permanent monument to be erected on the Ice Palace site**

SPONSORSHIP LEVELS

CORPORATE PARTNER ***\$20,000-\$35,000***

- ❄ **Name on all print advertisements, including 20 ads in the Pioneer Press, 4 ads in Mpls St. Paul magazine, brochures, posters, information kiosks, and additional print media**
- ❄ **Logo displayed on the Winter Carnival web page with link to sponsors site**
- ❄ **Right to use the Winter Carnival and Ice Palace logo in any advertising related to the Ice Palace sponsorship**
- ❄ **One 30 second spot per hour on the giant video screens located on the front of the palace**
- ❄ **10 second spot in the Sponsor Video that will be played throughout the palace grounds at least twice hourly**
- ❄ **Invitation to the Opening ceremonies/Preview Party on Wednesday January 21, 2004, attended by over 1,000 key Minnesota corporate and community leaders**
- ❄ **Opportunity to host a private luncheon or evening reception at the Ice Palace heated Marquee Village Hospitality Tent for 350 guests**
- ❄ **350 complimentary Ice Palace buttons and admission tickets and an opportunity to purchase additional buttons and tickets at a reduced rate of \$2.25 each (regular price is \$5.00) in quantities of 500 or more**
- ❄ **Recognition on a permanent monument to be erected on the Ice Palace site**

CORPORATE ASSOCIATE ***\$5,000-\$20,000***

- ❄ **Name on all print advertisements, including 20 ads in the Pioneer Press, 4 ads in Mpls St. Paul magazine, brochures, posters, information kiosks, and additional print media**
- ❄ **Logo displayed on Winter Carnival webpage linked to sponsors site**
- ❄ **Right to use the Winter Carnival and Ice Palace logo in any advertising related to the Ice Palace sponsorship**

SPONSORSHIP LEVELS

CORPORATE ASSOCIATE continued

- ❄️ **One 30 second spot per hour on the giant video screens located on the front of the palace**
- ❄️ **Logo recognition in the Sponsor Video that will be played throughout the palace grounds at least twice hourly**
- ❄️ **Invitation to the Opening ceremonies/Preview Party on Wednesday January 21, 2004, attended by over 1,000 key Minnesota corporate and community leaders**
- ❄️ **Opportunity to host a private luncheon or evening reception at the Ice Palace heated Marquee Village Hospitality Tent for 350 guests**
- ❄️ **250 complimentary Ice Palace buttons and admission tickets and an opportunity to purchase additional buttons and tickets at a reduced rate of \$2.25 each (regular price is \$5.00) in quantities of 500 or more**
- ❄️ **Recognition on a permanent monument to be erected on the Ice Palace site**

COMMUNITY PARTNER ***\$2,500***

- ❄️ **Logo displayed on the Winter Carnival web page with link to sponsors sight**
- ❄️ **Right to use the Winter Carnival and Ice Palace logo in any advertising related to the Ice Palace sponsorship**
- ❄️ **Name recognition in the Sponsor Video that will be played throughout the palace grounds at least twice hourly**
- ❄️ **Invitation to the Opening ceremonies/Preview Party on Wednesday January 21, 2004, attended by over 1,000 key Minnesota corporate and community leaders**
- ❄️ **100 complimentary Ice Palace buttons and admission tickets and an opportunity to purchase additional buttons and tickets at a reduced rate of \$2.25 each (regular price is \$5.00) in quantities of 500 or more**
- ❄️ **Recognition on a permanent monument to be erected on the Ice Palace site**

ICE PALACE COVERAGE

1986 Ice Palace

- ❄️ **Featured on the front page of the Wall Street Journal, and was covered in USA Today, Time, Newsweek, People, Life, National Geographic, and Progressive Architecture among others.**
- ❄️ **Ellerbe Architects won a national AIA Award for the design of the palace.**
- ❄️ **Over 150 radio and television interviews.**
- ❄️ **Over 400 million cumulative print and electronic media impressions. (Source: Ellerbe Architects)**
- ❄️ **Visitors from every state in the union, 85 countries throughout the world totaling 1.25 million visitors.**

1992 Ice Palace

- ❄️ **Featured in television news stories in 128 cities in 45 states.**
- ❄️ **Nearly one billion cumulative print and electronic media impressions, including national television news, Super Bowl coverage and Newspaper photos and articles. (Source: Burrelle's Clipping Service utilizing only reported Nielsen Ratings and daily circulation figures for newspapers which published photographs of the Ice Palace. These figures do not include any television specials, magazines or unconfirmed audience of circulation numbers.)**
- ❄️ **Visitors from every state in the union, 85 countries throughout the world totaling 2.5 million visitors.**
- ❄️ **Largest attended event in Minnesota history surpassing annual Minnesota State Fair attendance.**
- ❄️ **Most photographed event in Minnesota history.**

2004 Ice Palace

The National Hockey League will bring the NHL All Star Weekend to Minnesota in downtown Saint Paul during the Saint Paul Winter Carnival. The 2004 Ice Palace is a major promotional focal point of All Star Weekend and is slated for the following coverage:

- ❄️ **ABC TV opening segment for the All Star Game, February 8, 2004.**
- ❄️ **ABC, ESPN, CBC and a number of other national and international networks will broadcast this event to over 139 countries.**
- ❄️ **Over 5,000 VIP guests will partake in the All Star Game and Ice Palace festivities.**

Based on the facts of the 1986 and 1992 Ice Palaces, the 2004 Ice Palace is expected to exceed the draw of media coverage and visitor attendance. The 2004 Ice Palace is a destination. It is designed as a technological marvel and the first palace since 1941 that visitors may enter.

