



5th Annual Rochester & Oakland County Fire & Ice Fest 2012

Friday, January 27, 6:00 – 9:00 pm
Saturday, January 28, 10:00 am – 9:00 pm
Sunday, January 29, 11:00 am – 4:00 pm

Ice Sculpture Show: January 27 -29

All downtown Rochester businesses and sponsors are invited to sponsor an ice sculpture to be on display during the event. The theme for this year is *Hollywood on Ice*, so select a favorite movie, celebrity or anything reminiscent of Hollywood (or one relevant to your business), and the artist will carve a rendering based on your selection.



Ice Sculpture block prices are as follows:

Single: \$250 Double: \$500

Live On-site Carving: \$1000 (includes four blocks, additional blocks can be purchased for \$225)



Big, Bright & Ice Trolley Tours: Friday and Saturday, 6:00 – 9:00 pm \$1000 for both days or \$600 for one day

Visitors to the Fest can sit back and enjoy a free trolley tour of the lights and ice sculptures. The trolley holds up to 40 people at a time. Each sponsorship includes your business name inclusion on the website, press releases, signage on the trolley and free rides to the public for the time selected.

Tube-Sledding Run Sponsor: January 27 -29

\$2,500 for all three days

Your business can be a part of the fun by sponsoring the tube-sledding run throughout the event! E. Third Street will be turned into a 300-foot tube-sledding run, with three lanes of action! The run is at the center of the event and is one of its most popular activities. Thousands of attendees will wait in line to brave this slope! Sponsorship includes naming rights to the run, business name on the DDA Web site, press releases, event signage and logo in select event collateral, and more!



Cross-Country Skiing or Snow-Shoeing Sponsor: January 28

\$1,000 for each activity

Event attendees are encouraged to get out and get active during the winter by trying these great winter sports! Your business can sponsor either activity for 8 hours on Saturday, January 28. Sponsorship includes business name inclusion on website and

in press releases, event signage and more!

Sponsorships are available on a first come, first serve basis – Contact the DDA by Dec. 16, 2011!

Don't miss-out on these great opportunities!

Contact the Rochester Downtown Development Authority for more information at:
248/656-0060 or email Stacey@DowntownRochesterMI.com with questions.
www.DowntownRochesterMI.com/FireandIce

