



2520 Laurel Cherry St. Raleigh, NC 27612 (919) 995-6958

Dear Raleigh on Ice Supporter,

The holidays are quickly approaching, which means it's almost time for the return of Raleigh on Ice! Raleigh on Ice will offer Raleigh residents and visitors a fun and inexpensive outdoor ice skating holiday activity while they shop. Raleigh on Ice will be located at North Hills, one of the area's premier shopping centers during November 20 – January 2.

In addition to the outdoor ice skating rink, the Raleigh on Ice Gala will be held in January 2011. This spectacular event will feature music, food, and a silent auction! The Raleigh on Ice Gala will recognize our sponsors and celebrate the Raleigh on Ice contribution to Raleigh Rescue Mission. A great way to support Raleigh on Ice is to provide a product and/or service to include in the silent auction.

A portion of all proceeds from Raleigh on Ice will benefit Raleigh Rescue Mission to help Raleigh's homeless children and families in need. There are more than 29,000 people living in poverty in Raleigh, and the Raleigh Rescue Mission provides safe housing, clothing, meals, medical care and training to individuals and families in need.

You helped us last year, will you join us again?

In Raleigh on Ice's inaugural year, the combined efforts of our sponsors, volunteers, and the community allowed us to help Raleigh Rescue Mission in so many wonderful ways. In just our first year...

- 6000 skaters enjoyed Raleigh's newest holiday tradition
- 1000 of these skaters skated free during our Free Admission Wednesday Drives
- 120 volunteers provided 400 hours of volunteer service
- 1300 pounds of food were donated
- 320 coats were donated
- 82 blankets were donated

Additionally, Raleigh on Ice donated **\$10,000** to Raleigh Rescue Mission to help them in the work they do to help Raleigh's homeless families and children.

Raleigh on Ice will have tremendous visibility, and our sponsors will benefit from print radio, outdoor, electronic, social media coverage, and exposure to the tens of thousands of shoppers that will visit our shopping center partner, North Hills, during the holiday season. Last year, Raleigh on Ice media exposure totaled over 56MM impressions in coverage with outlets such as WRAL(.com), Midtown Magazine, Carolina Parent, The News & Observer (.com), Cary Living, Wake Living, Visit Raleigh, Carolina Newswire, Triangle Mom 2 Mom and more! In addition, the Raleigh on Ice commercial which featured our sponsors was aired on the jumbotron during the Carolina Hurricanes home games in front of over 18,000 Caniacs.

Enclosed you will find more information about sponsorship. Hurry! Respond soon to take advantage of having your company's name and logo included in exciting upcoming promotion materials! Please join us in supporting this outstanding event to benefit Raleigh Rescue Mission by calling Ronda Moore at (919)995-6958 or by emailing Raleigh@RaleighOnIce.com. Thank you for considering this request for your support. We hope you will join us in making **Raleigh on Ice** a tremendous success again this year!

Warmest Regards,

Ronda B. Moore
Raleigh on Ice

Enclosure: Sponsor Sheet



Sponsorship Opportunities

Benefits of Corporate Sponsorship: Sponsorship of Raleigh on Ice will provide organizations a unique opportunity to gain visibility and positive publicity through extensive print, radio, outdoor, electronic, and social media coverage, as well as gain exposure to the tens of thousands of shoppers at one of the area's premier shopping destinations during the holiday season.

Presenting Sponsor- (minimum \$10,000)

- Company name featured as the presenting sponsor in television commercials
- Company name and logo featured as the presenting sponsor on Raleigh on Ice posters, fliers, gala invitation, gala program, and other printed materials
- Company name and logo featured as the presenting sponsor at the ice rink
- Company name and logo featured as the presenting sponsor on website
- 100 tickets to Raleigh on Ice to distribute to employees, customers and friends
- 10 tickets to Raleigh on Ice Gala

Gold Sponsor (minimum \$5,000)

- Company logo featured as a gold sponsor in television commercials
- Company name and logo featured as a gold sponsor on Raleigh on Ice posters, fliers, gala invitation, gala program, and other printed materials
- Company name and logo featured as a gold sponsor at the ice rink
- Company name and logo featured as a gold sponsor on website
- 50 tickets to Raleigh on Ice to distribute to employees, customers and friends
- 8 tickets to Raleigh on Ice Gala

Silver Sponsor (minimum \$2,500)

- Company name and logo featured as a silver sponsor on Raleigh on Ice posters, fliers, gala invitation, gala program, and other printed materials
- Company name and logo featured as a silver sponsor at the ice rink
- Company name and logo featured as a silver sponsor on website
- 25 tickets to Raleigh on Ice to distribute to employees, customers and friends
- 6 tickets to Raleigh on Ice Gala

Bronze Sponsor (minimum \$1,000)

- Company name and logo featured as a bronze sponsor at the ice rink
- Company name and logo featured as a bronze sponsor on website
- 10 tickets to Raleigh on Ice to distribute to employees, customers and friends
- 4 tickets to Raleigh on Ice Gala

Raleigh on Ice Friend (minimum \$250)

- Name printed as a Raleigh on Ice Friend on website
- 5 tickets to Raleigh on Ice to distribute to employees, customers and friends
- 1 ticket to Raleigh on Ice Gala

Yes, I would like to be a 2010 Raleigh on Ice sponsor!

Presenting
 Gold
 Silver
 Bronze
 Friend

Name:	
Company:	
Address:	
Email:	
Phone:	

Notes:

Please make checks payable to **Raleigh on Ice** and return form to:
 2520 Laurel Cherry Street
 Raleigh, NC 27612
 Questions? Call Ronda Moore at (919)995-6958