

Austin Ice Cream Festival

11TH SCOOP

AUGUST 12, 2017 | 11AM - 10PM
AT FIESTA GARDENS

Scoop up Austin's vibrant food culture and connect with the best of ATX at the all new 11th annual Austin Ice Cream Fest this summer. We'll play all day before Summer ends as we savor ice cold treats and cool things off with family and friends at tranquil Fiesta Gardens along Lady Bird Lake.

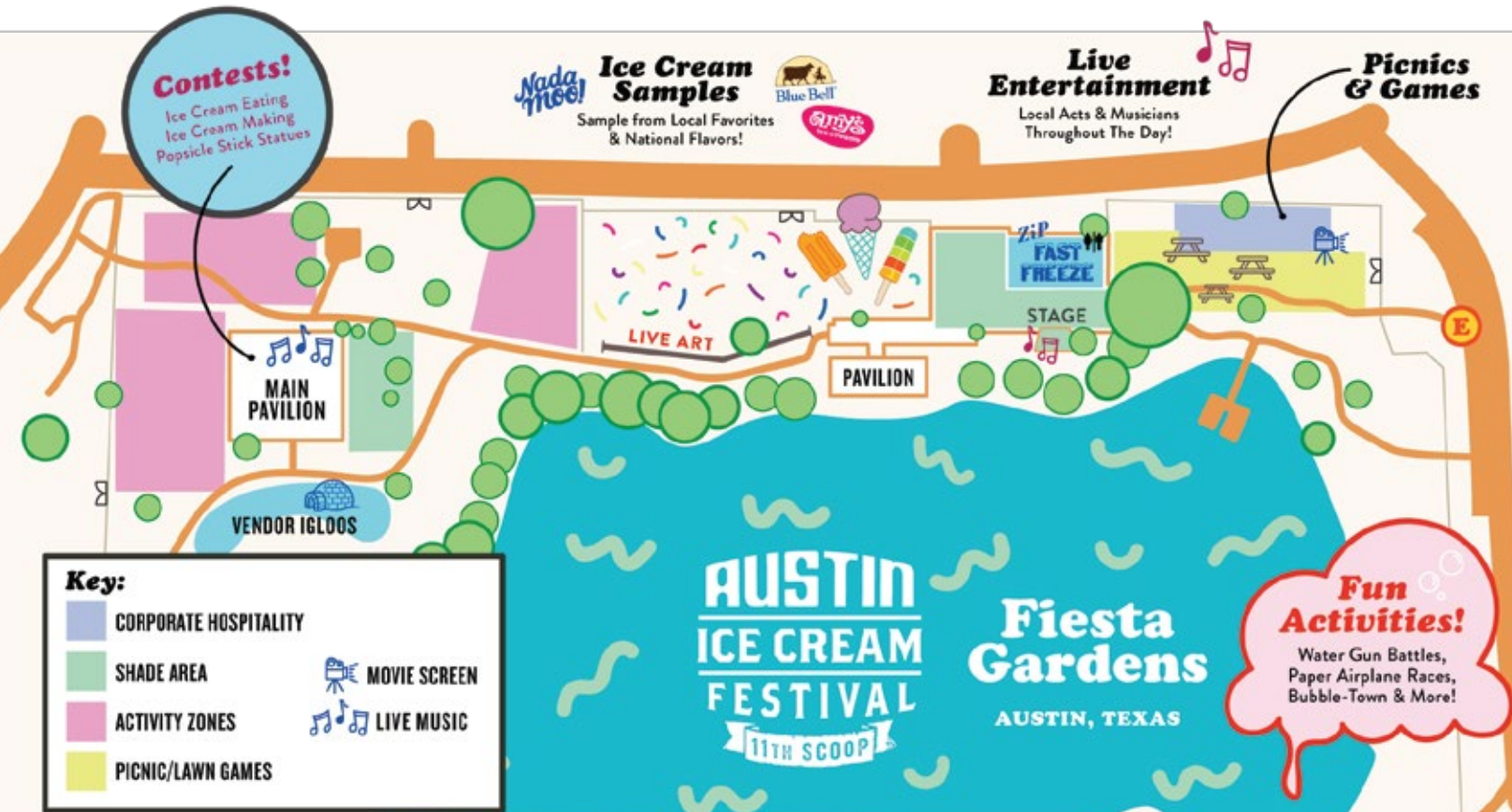
Great sponsorship options let you share your finest, channel your inner cool and make a lasting impression. No Heat Misers allowed!

Get ready to dig in for an ice screaming good time.
Just bring some extra spoons!

#scoopsforall

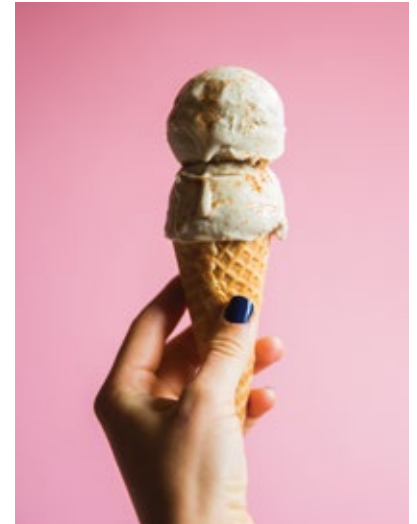
For more information on Sponsorship,
Contact Sean Ritchie at sritchie@forefrontnetworks.com

AUSTINICECREAMFESTIVAL.COM



Austin ICE CREAM Festival

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FIESTA GARDENS



Sponsorship Opportunities

SHOW US WHAT YOU'VE GOT!!

Expose your brand to a legion of spoons at the ready.

Sprinkle your brand's flavor throughout the festival with **#scoopsforall**

Cherry on Top

TITLE SPONSOR

Host the coldest day in August as the TITLE SPONSOR of the 2017 Austin Ice Cream Fest!

Get those creative juices flowing. We'll help you fully integrate your brand into the festival...

After all, you are the Cherry on Top!

The Scoop

PROGRAM SPONSOR

Access custom brand activation and host one of the 2017 Austin Ice Cream Fest's engaging programs:

- Contest Sponsors (3)
- Movie Sponsor
- ZiP Fast Freeze Sponsor
- Shade Sponsors (6)
- Water Sponsor

The Cone

ACTIVITY SPONSOR

Activity sponsors provide the fun and a bit of good humor. Choose from any sponsorable activities:

- Yard Games
- Dunk Tank
- Live Art Wall
- Pet Lounge
- Come with other ideas that integrate into your brand!
- Human Foosball
- Climbing Wall
- Water Gun Making

Sprinkles

VENDOR PRODUCT DISTRIBUTION

Distribute your product and connect with a trendsetting Austin audience in one of our 20 vendor Igloo Tents at the 2017 Austin Ice Cream Fest.

No matter what you've got to show us, we'll have Unity Through Ice Cream!



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Austin
ICE CREAM
Festival
11TH SCOOP!

#SCOOPSFORALL

Sponsorship Opportunities

	CHERRY ON TOP \$15,000	THE SCOOP \$5,000	THE CONE \$2,500	SPRINKLES \$1,000
ONSITE PRESENCE				
Activation Area (sq. ft.)	40x40	10x10	10x10	10x10 Tent
*Custom Activation?	★	★	★	
Signs/Brand Presence	Main Pavilion	Contest Signage	Activity Signage	Sponsor Signage
PRODUCT DISPLAY/DISTRIBUTION				
Product Integration	Displays in Main Pavilion, seating areas & from sampling vendors	Products used/represented within programs	Products used/represented within activities	
Product Distribution	Custom	★	★	★
MARKETING/MEDIA EXPOSURE				
Website Presence	Logo Lock, Hero Image, Main Pavilion Name	Program descriptions & Run of show	Activity descriptions & Run of show	List of vendors & Event Map
Email Presence	Logo Lock, Hero Image	★	★	
Social Mentions	15	5	2	1
Advertising Inclusion	All Ads + Logo Lock	As Appropriate	As Space Allows	N/A
HOSPITALITY/EMPLOYEE ENGAGEMENT				
Zip Fast Freeze Passes	35	10	5	0
GA Tickets	50	10	10	5

*Activation costs incremental to sponsorship.

SPRINKLE YOUR BRAND'S FLAVOR!

As an Austin Ice Cream Fest Sponsor, you'll expose your brand in four key areas:

ONSITE PRESENCE

PRODUCT DISPLAY/DISTRIBUTION

MARKETING/MEDIA EXPOSURE

HOSPITALITY/EMPLOYEE ENGAGEMENT

Whether your budget is large or small, you'll have the opportunity to bring your brand's purpose, values and messaging to life in cool, exciting ways!



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