

# 4th Annual Downtown ICE INVASION



The 4th Annual Ice Sculpture Invasion will take place in the winter of 2021 during a weekend in February. Over a dozen ice sculptures will be placed around the Quadrangle and Springfield Museums.

Social distancing and other safety protocols will be in place to ensure everyone's safety.

This will be a great opportunity to celebrate our community and bring families out for a fun and safe activity this winter.

## Presenting Sponsor - \$2,500

- Company logo on all digital creative
- Company logo and link on [springfielddowntown.com](http://springfielddowntown.com)
- Company name tagged in all social media ads
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## Gold Sponsor - \$750

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- Company name tagged in 3 social media posts

## Silver Sponsor - \$250

- Company logo and link on [springfielddowntown.com](http://springfielddowntown.com)




## 2020 MARKETING STATISTICS

In 2020, the 3rd Annual Downtown Ice Invasion was held during the Red Sox Winter Weekend. Thousands came to downtown to enjoy the festivities and the winter fun.



# 4,450

WEBSITE VISITS ON THE  
DOWNTOWN ICE INVASION PAGE



# 150,000

IMPRESSIONS ON SOCIAL MEDIA

# 500,000

SERVED AD IMPRESSIONS ON MASSLIVE

IF INTERESTED IN A SPONSORSHIP,  
PLEASE CONTACT THE  
**SPRINGFIELD BID OFFICE, 413-781-1591.**  
OR EMAIL [MICHELLE@SPRINGFIELDDOWNTOWN.COM](mailto:MICHELLE@SPRINGFIELDDOWNTOWN.COM)