

Ice Sponsorship



ICE SPONSORSHIP OVERVIEW

THE COOLEST WAY TO RAISE MONEY

FEBRUARY 2022



How it Works



Since the dawn of the ice age, there have been, essentially, the same categories of event sponsorships available for brands to connect with customers and activate their brand message. Say hello to **the ice sponsorship**. *No, hell hath not frozen over!*

Key Features & Benefits

- The most unique and memorable sponsorship at any event.
- Activation can take place at numerous levels: showpiece, table, bar, drink.
- “Reveals” can be integrated into the ice, becoming a focal point for the event.
- Nearly anything can be integrated into ice.
- Events often “require” ice sculptures - might as well have it sponsored.

What Does it Look Like?



FUNCTIONAL



UNIQUE BRAND ACTIVATION



FUNCTIONAL

What Does it Look Like?



TABLE TOP SCULPTURES



THE BRAND IN EVERYONE'S HAND



SPONSOR NAME HERE

Sponsorship Playbook



Ice sponsorships can be executed with one or multiple activation points.

Entry/Welcome Showpieces

Make an immediate impact with your guests with a large ice display that prominently features your sponsors brand, likeness, and message. Displays can also be functional as a spot for food.



SPONSOR MASCOT

15' LONG

Sponsorship Playbook



Ice sponsorships can be executed with one or multiple activation points.

Food Displays

Food displays are an essential element of every event.



Sponsorship Playbook



Ice sponsorships can be executed with one or multiple activation points.

Full Ice Bars

What's an event without a bar? Full bars and bar displays are always front-and-center.



WALL OF ICE

Sponsorship Playbook



Ice sponsorships can be executed with one or multiple activation points.

Logo Displays and Table Centerpieces

brand activation can occur through the event space with logo displays and centerpieces.



CAN BE SCALED
DOWN FOR TABLE TOP

Sponsorship Playbook



Ice sponsorships can be executed with one or multiple activation points.

Cocktail Ice

And finally, sponsors can put their brand right in your guests' mouth, err, hands.

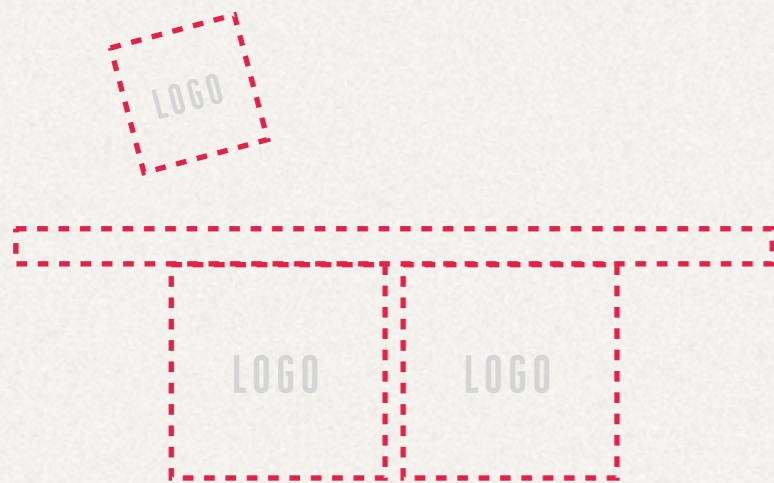
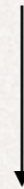


LOGO INCLUSIONS CAN INCLUDE
QR CODES LINKED TO A WEBSITE

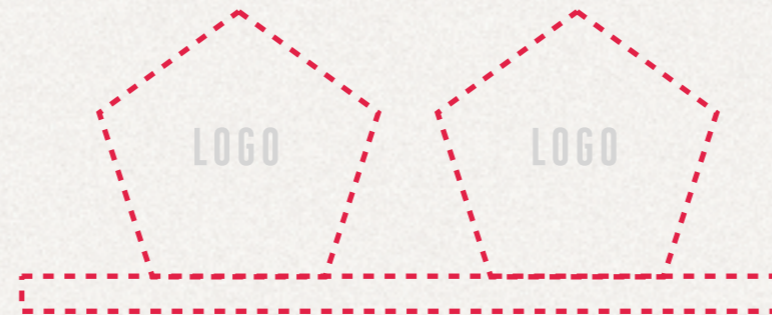


What's Possible

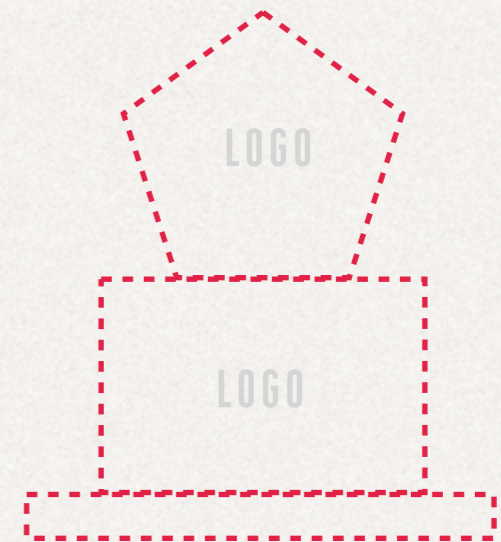
TURN A \$2,500 INVESTMENT IN ICE



ICE BAR & LOGO ICE



FOOD DISPLAY



WELCOME ICE

INTO A \$10,000 SPONSORSHIP WITH THE SPONSOR'S MESSAGE
E V E R Y W H E R E

About Us



Our ice is carefully handcrafted by our team of ice craftsmen using industry leading equipment and tools in a modern ice manufacturing facility. Our cocktail ice is manufactured using food-grade processes and equipment.

For more than 25 years, Ice Butcher (f/k/a Sculptured Ice Occasions) has been the leading ice sculpting company in the State of Florida, having hand-crafted and delivered more than 100,000 ice sculptures and countless cubes/spheres in Florida and beyond. master distillers take pride in every drop they create and we believe the ice should match it.



IMPURITY
FREE



100%
CLEAR ICE



SLOWER
MELTING

Our process starts with using 5-stage, reverse osmosis filtered water which creates perfectly clear ice that is impurity-free, slower melting and makes for a stunning presentation in both cocktails and ice sculptures.



ENDORSED BY
Master Distillers
— EVERYWHERE —

Butch R. Sales

coolness@theicebutcher.com

www.theicebutcher.com

