

A photograph of a child in a colorful, patterned winter jacket sliding down a large, clear ice slide. The child has their arms raised in excitement. In the background, other people are visible, including one in a red jacket. The scene is set outdoors at night or in low light, with some structures visible in the distance.

2025 SPONSORSHIP PACKAGES

JANUARY 30 – FEBRUARY 2, 2025

EVENT RECAP

The 2024 NC Smokies Ice Fest Weekend was a big success with county-wide participation.

55

Participating
Partners



20

Sponsors

2,487

Online Ticket Sales*



555

Day-Of Ticket Sales*

72%

of Visitors stayed
2+ nights



62%

of Visitors are likely
to attend again

\$527,145

In Media Coverage



46,018

Website Views

*Ticket Sales for Maggie Valley Ice Festival

WHY SPONSOR

The 2025 NC Smokies Ice Fest weekend will be held **January 30 – February 2, 2025!**

January is a prime time for winter activities, and the Haywood County Tourism Development Authority (HCTDA) is focused on boosting winter visitation. HCTDA research highlights winter as the area's fastest-growing season. With this in mind, the HCTDA is committed to sustaining and expanding the NC Smokies Ice Fest.

The festival's 2024 attendance underscored the high demand for winter experiences with a **multi day event** and **county-wide collaboration**.



**Get your business
in front of
consumers!**

**FILL OUT THE SPONSORSHIP
FORM [HERE!](#)**

WHY SPONSOR

Your Sponsorship Matters:

To achieve continued success and growth, the NC Smokies Ice Festival needs your valuable sponsorship. By investing in this event, you contribute to the economic prosperity of Haywood County and its local businesses. Last year we were able to extend the festival into a multi-day event, partnering with towns and businesses throughout Haywood County. This expansion not only attracted more visitors but also encouraged overnight stays with **72% staying 2 or more nights**, leading to increased spending in local businesses.

Benefits of Partnership:

By becoming a sponsor, you gain significant exposure and visibility among festival attendees. Your brand will be featured in our marketing materials, including social media campaigns, event signage, and press releases. This exposure will help you reach a wider audience and boost your brand recognition within the community.



**Be featured in
ICE Fest
Advertising**



**FILL OUT THE
SPONSORSHIP FORM
HERE!**

2025 EVENT

What's Happening?

Get ready for an even bigger and better **Maggie Valley Ice Festival** this year! The popular festival is expanding offering more excitement and fun for all. Attendees can look forward to a wider variety of ice games, stunning sculptures, and an even greater selection of vendors.

Downtown Waynesville's Ice Stroll: On Friday night of the NC Smokies Ice Fest Weekend, Main Street will come alive with enchanting ice sculptures lining the streets. You will find local businesses keeping their doors open late, offering cozy treats to keep you fueled as you admire the frozen masterpieces.

Canton's Ice Rink: Lace up your skates and get ready to glide on a glistening sheet of ice at Canton's ice skating rink at Sorrells Street Park. Whether you're a seasoned pro or a wobbly beginner, the Canton ice skating rink is the ultimate icy playground for all ages to enjoy all weekend long.

Penguins in the Pool: Get ready to witness the release of adorable rubber penguins into the river at the Canton recreation Park. While there, indulge in a hot chocolate bar and enjoy some exciting yard games. The winner will receive half of the penguin sales in a thrilling 50/50 split!

Lodging, Dining and Shopping Specials: We are excited to have many of our lodging, dining, and retail partners throughout the county participating in the event. These partners will be offering special deals, discounts, and hosting exciting events during the weekend, creating a vibrant atmosphere for visitors and locals alike.

With such strong participation from the community, NC Smokies Ice Fest Weekend promises to be an unforgettable experience for everyone involved.

This list of events and participants is increasing on a daily basis. Stay up to date on exciting happenings at NCSmokiesIceFest.com

FILL OUT THE SPONSORSHIP FORM [HERE!](#)

FILL OUT THE FORM HERE!

SPONSORSHIPS

DEADLINE DECEMBER 2, 2024

SPONSOR BENEFITS	POLAR PROMOTER \$7,500 1 AVAILABLE	CHILLY CHAMPION \$5,000 2 AVAILABLE - 1 SOLD	ARCTIC ADVENTURER \$3,500 3 AVAILABLE	ICICLE INFLUENCER \$2,000 5 AVAILABLE	SNOWY SUPPORTER \$1,000 10 AVAILABLE	FROSTY FRIENDS \$400 UNLIMITED
Recognition on Main Fire & Ice Sculpture	✓					
Recognition on Ice Slides or Throne		✓				
Recognition on Warming Tent or Live Demo Area	✓		✓			
Recognition on Key Event Ice Sculptures				✓		
Recognition in Print/Digital Advertising	✓	✓				
Recognition on Printed Handouts	✓	✓	✓			
Booth Space at the Maggie Valley Ice Fest	✓	✓	✓	✓		
Recognition In Visit NC Smokies Email Newsletter	✓	✓	✓	✓		
Recognition on Ice Festival Facebook Page	✓	✓	✓	✓	✓	
Business Logo & Website on Ice Fest Website	✓	✓	✓	✓	✓	
Maggie Valley Ice Fest Tickets	12	10	8	6	4	
Listing on Wander Map	✓	✓	✓	✓	✓	✓
Custom Ice Sculpture to Represent Your Business	3-BLOCK	2-BLOCK	2-BLOCK	1-BLOCK	1-BLOCK	1-BLOCK