

A photograph of a child in a vibrant, multi-colored snowsuit sliding down a large, clear ice slide. The child has their arms raised in excitement. In the background, other people are visible, including a person in a red jacket. The scene is set outdoors at night or dusk, with a white tent structure visible in the background.

# 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 Visit Haywood 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 Visit Haywood 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 Visit Haywood Ice Fest 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.

**Visit Haywood Ice Stroll in Downtown Waynesville:** On Friday night of the Visit Haywood 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 pool 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, Visit Haywood Ice Fest Weekend promises to be an unforgettable experience for everyone involved.

**Fill out the Sponsorship Form at:  
[bit.ly/icefestsponsor](https://bit.ly/icefestsponsor)**

