

*We're  
back!*



# ICE

A W A R D S

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**OCTOBER 12, 2023**  
LIGHTHOUSE ARTS  
CENTRE • HALIFAX, NS

**The ICE Awards** are Atlantic Canada's premiere celebration of creative marketing, shining a rare spotlight on the behind-the-scenes folks who bring brands to unforgettable life.

### *Who are these people?*

They're trendsetters and outliers. Artists and techies. Deep thinkers simultaneously in sync with pop culture. Anthropologists all, they dive deep - then deeper again - to find the treasured truth that will connect with the masses. Then polish it into a single moment of blazing clarity.

### *They're also a heck of a lot of fun.*

As a sponsor of the 2023 ICE Awards, you'll have an all-access pass to Atlantic Canada's creative superstars. You'll see the best of the best as it's revealed. You'll meet the teams who put it together. And you'll rub shoulders with the clients they worked so hard to immortalize.

Whether it's in the presentation of an award, or clinking in a congratulatory glass, ICE is the ultimate ice breaker. Come join us, why don't you?

### **Event program**

6:30 Welcome reception

7:30 Awards show, with a combination of VIP tables and theatre-style seating

9:00 After-party

11:00 Adjourn to parts unknown

## Platinum Sponsor

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One opportunity available  
**\$15,000+HST**

### Benefits include:

- Two-minute welcome address at the start of the Awards show.
- Sponsoring the award of your choice (e.g. the ACME Media Innovation Award) and have it presented to the winner by a representative of your organization.
- Double-page ad on the inside front cover of the commemorative ICE Awards digital book; book to be displayed on the ICE website and shared with all event attendees (sponsor is responsible for supplying their own artwork).
- Opportunity to provide a 30-second ad to be included in the ICE Awards video presentation (sponsor is responsible for supplying their own ad).
- VIP table, seats 8, closest to the stage at the ICE Awards. Table to be set with two bottles of wine and premium snacks. A limited number of VIP tables will be available once tickets go on sale.
- Recognition by the emcee during the program.
- Logo inclusion on the ICE Awards website, hyperlinked to the url of your choice.
- Prominent logo inclusion in the Gala reel.
- Two social media thank you posts from the ICE account; one of these posts to include the 30-second commercial referenced above (subject to the sponsor submitting the commercial).
- Opportunity to have a customized activation during the welcome reception or after-party (activity subject to committee approval).

## Gold Sponsor

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Two opportunities available  
**\$10,000+HST**

### Benefits include:

- Sponsoring the award of your choice (e.g. the ACME Media Innovation Award) and have it presented to the winner by a representative of your organization. *Note: Platinum Sponsor has first choice of award presentations.*
- Full-page ad in the commemorative ICE Awards digital book; book to be displayed on the ICE website and shared with all event attendees (sponsor is responsible for supplying their own artwork).
- Opportunity to provide a 30-second ad to be included in the ICE Awards video presentation (sponsor is responsible for supplying their own ad).
- VIP table, seats 8, close to the stage at the ICE Awards. Table to be set with two bottles of wine and premium snacks. A limited number of VIP tables will be available once tickets go on sale.
- Recognition by the emcee during the program.
- Logo inclusion on the ICE Awards website, hyperlinked to the url of your choice.
- Prominent logo inclusion in the Gala reel.
- Two social media thank you posts from the ICE account; one of these posts to include the 30-second commercial referenced above (subject to the sponsor submitting the commercial).

## Silver Sponsor

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Two opportunities available  
**\$5,000+HST**

### Benefits includes:

- Half-page ad in the commemorative ICE Awards digital book; book to be displayed on the ICE website and shared with all event attendees (sponsor is responsible for supplying their own artwork).
- VIP table, seats 8, at the ICE Awards. Table to be set with two bottles of wine and premium snacks. A limited number of VIP tables will be available once tickets go on sale.
- Recognition by the emcee during the Awards program.
- Logo inclusion on the ICE Awards website, hyperlinked to the url of your choice.
- Logo inclusion in the Gala reel.
- Two social media thank you posts from the ICE account.

## Bronze Sponsor

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\$2,500+HST

### Benefits includes:

- Half-page ad in the commemorative ICE Awards digital book; book to be displayed on the ICE website and shared with all event attendees (sponsor is responsible for supplying their own artwork).
- Four tickets to the ICE Awards.
- Recognition by the emcee during the Awards program.
- Logo inclusion on the ICE Awards website, hyperlinked to the url of your choice.
- Logo inclusion in the Gala reel.
- One social media thank you post from the ICE account.



**Claim your sponsor opportunity  
before it melts away**

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