

# DOWNTOWN PARTNER

Discover new ways to reach a greater market at the Loveland Fire & Ice Festival



This past year, we've seen the importance of partnering with our Downtown businesses. They bring the unique flair and vibrant character to the Festival that sets Loveland apart from anywhere else.

By partnering with the Loveland Fire & Ice Festival, Downtown businesses are able to take advantage of exciting and direct involvement in the Festival that will drive business to your doorstep.

## BENEFITS

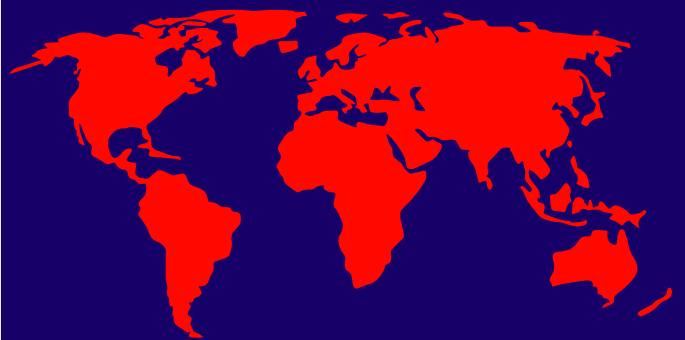
-  Special Downtown Partner posts on all LFIF social media channels prior to and 1 during the Festival with a "Call to Action" to visit your establishment.
-  Logo displayed on website under Downtown Business Partners
-  Shared page mention on 12 digital media displays during all 3 days of the Festival
-  1 VIP Parking Pass close to your business

### PRICE

# \$500



INTERNATIONAL  
TOURISM  
COMPETITION HOSTED  
BY BRITISH AIRWAYS  
AND VISIT LOVELAND



**25** STATES  
**2** COUNTRIES

## MEDIA SUCCESS

**146,000,000**

PRINT & DIGITAL  
IMPRESSIONS

Bringing local, regional, national, & international exposure to Downtown Loveland, Colorado.

**30+**

MEDIA  
PARTNERS

Radio, television, print, and news exposure garnishing prime time attention.

**3,600 +**

SOCIAL MEDIA  
FOLLOWERS

Our growing and active followers are engaged and looking for exciting new experiences.

