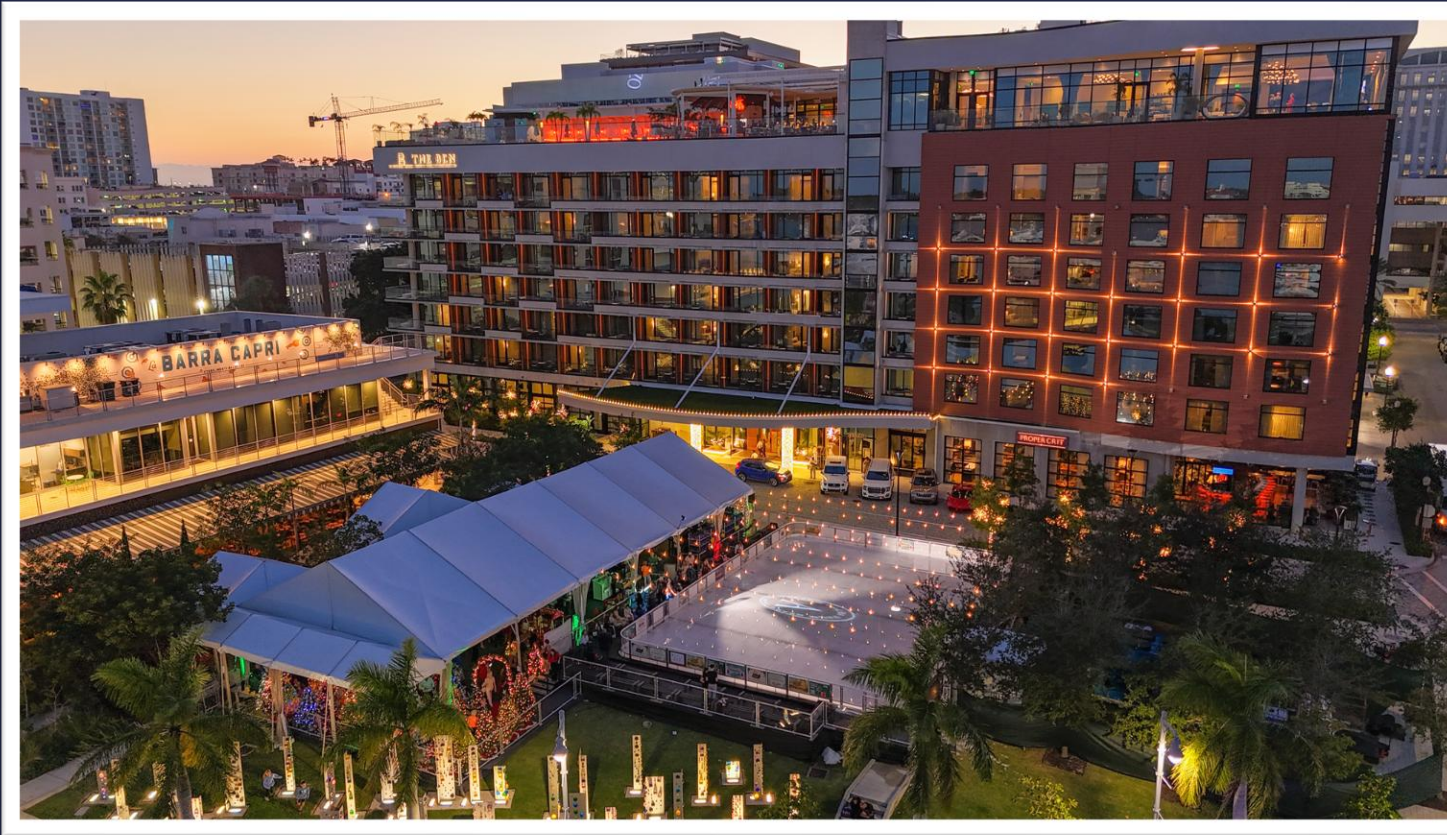


Make Your Mark on The Ice



The Ben Winter Wonderland Ice Rink

West Palm Beach's Premier Holiday Destination · November 1, 2026 – January 3, 2027

2026–2027 SPONSORSHIP OPPORTUNITIES

Presented by The Ben, Autograph Collection



ABOUT THE ACTIVATION

Holiday Tradition

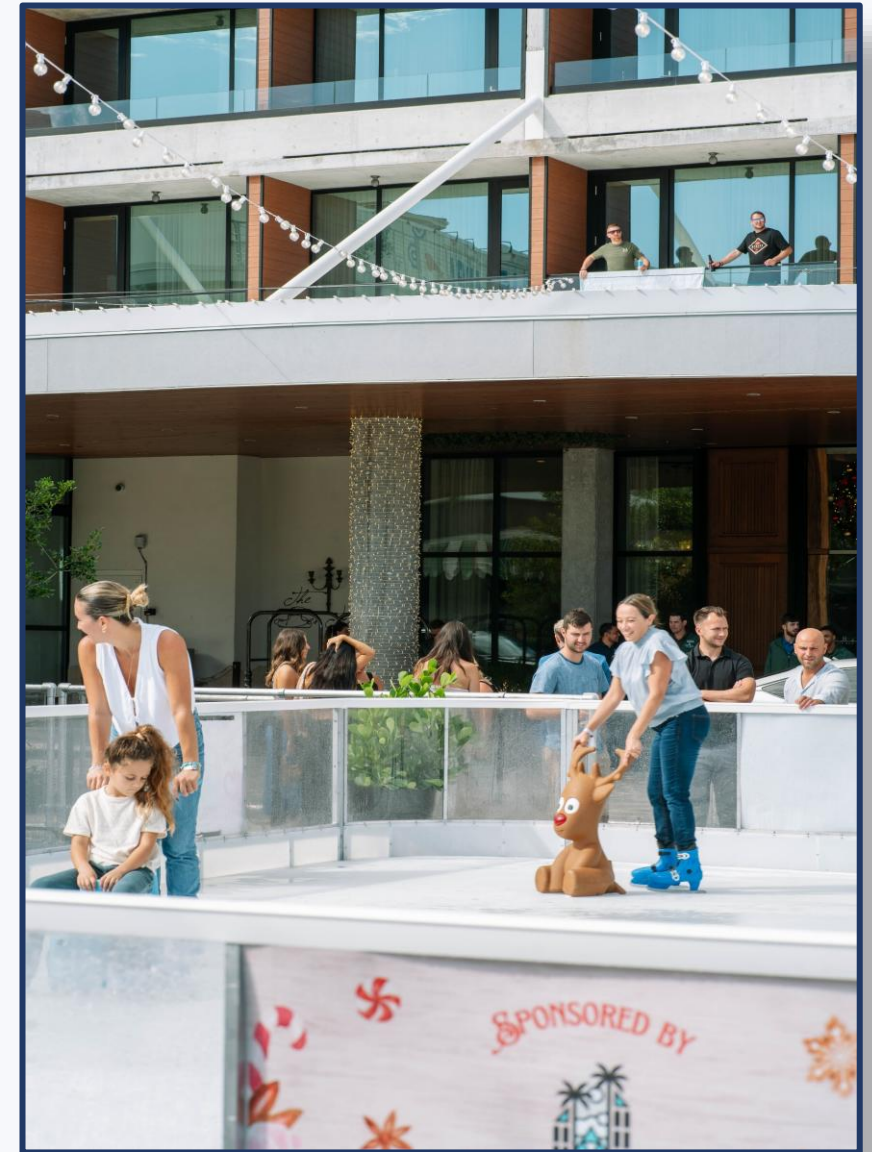
For two consecutive seasons, The Ben's Winter Wonderland Ice Rink has transformed downtown West Palm Beach into a seasonal gathering place unlike any other in South Florida.

Set against the backdrop of the Intracoastal Waterway and the city's vibrant downtown district, the activation welcomes residents, visitors, families, corporate groups, and holiday travelers for weeks of memorable experiences.

What began as a holiday attraction has become one of the most anticipated seasonal activations in Palm Beach County.

A signature seasonal experience that drives visitation, community engagement, and brand awareness throughout the holiday season.

THE BEN WEST PALM · 251 N Narcissus Avenue, West Palm Beach, FL



Why Sponsor The Ben Winter Wonderland Ice Rink?



Reach a Highly Engaged Audience

Connect with local residents, hotel guests, seasonal visitors, families, and corporate groups throughout the holiday season.



Weeks of Brand Visibility

Enjoy continuous exposure across event signage, digital marketing, social media, public relations, and on-site experiences throughout the activation.



Create Meaningful Customer Connections

Engage directly with attendees through activations, product sampling, VIP experiences, and interactive brand moments.



Align with a Beloved Community Tradition

Become part of one of downtown West Palm Beach's most anticipated holiday experiences.



Entertain Clients & Reward Employees

Access VIP hospitality opportunities, private skating experiences, and event tickets for guests, clients, and team members.



Amplified Marketing Exposure

Benefit from inclusion in advertising campaigns, email marketing, influencer partnerships, media coverage, and social promotion.



Association with a Luxury Brand Align with The Ben, a luxury Autograph Collection hotel and one of West Palm Beach's premier hospitality destinations.

WHAT YOU RECEIVE

The Benefits

Open daily throughout the holiday season, the rink delivers more than six weeks of continuous brand exposure in the heart of downtown West Palm Beach. **In 2025, the experience welcomed over 30,000 skaters and drew tens of thousands of spectators to the waterfront.**

Beyond on-site attendance, the **Winter Wonderland display generates an estimated 20,000 additional pedestrian and vehicle impressions each day**, further extending sponsor visibility throughout the season.

A multimedia marketing campaign that runs from October – January provides even more valuable exposure to your brand during the holiday season.

We couldn't accomplish this without our sponsors. Benefits include complimentary skate passes, on-site activations, sampling opportunities, hospitality experiences, VIP events, and employee and client entertainment.

Benefit packages can be customized to fit the specific needs of our Title, Presenting, and Gold sponsors.

Marketing Exposure

Sponsors receive visibility through:



Event Website



Digital Advertising



Organic Social Media



Paid Social Campaigns



Email Marketing



Public Relations Outreach



Influencer Collaborations



On-Site Signage



Event Photography



Broadcast Opportunities



EXCLUSIVE CATEGORY RIGHTS

**TITLE
SPONSOR**
\$150,000

Exclusive Category Rights

Sponsorship Benefits

- ✓ Naming rights: "The Ben Winter Wonderland Ice Rink, Presented by [Sponsor]".
- ✓ Primary logo placement on site, including rink signs and perimeter banners, including the rink entrance with Your logo at the center.
- ✓ Inclusion in all press releases and media outreach highlighting our partnership.
- ✓ Exclusive Spruzzo Rooftop cocktail reception for up to 175 guests, followed by a festive dinner with DJ.
- ✓ Featured placement on all marketing materials.
- ✓ Digital signage throughout The Ben.
- ✓ Opening Night recognition with PA announcement.
- ✓ Branding on our ticketing website and guest tickets.
- ✓ 100 skating admissions and 50 VIP hospitality passes.
- ✓ Dedicated social media spotlight campaign.

As our Title Sponsor, your brand will receive premier visibility throughout the event, with prominent exposure across digital marketing campaigns, on-site signage, and media coverage. Your logo will be featured at the main entrance and on the ice rink itself, creating a memorable brand presence from the moment guests arrive.



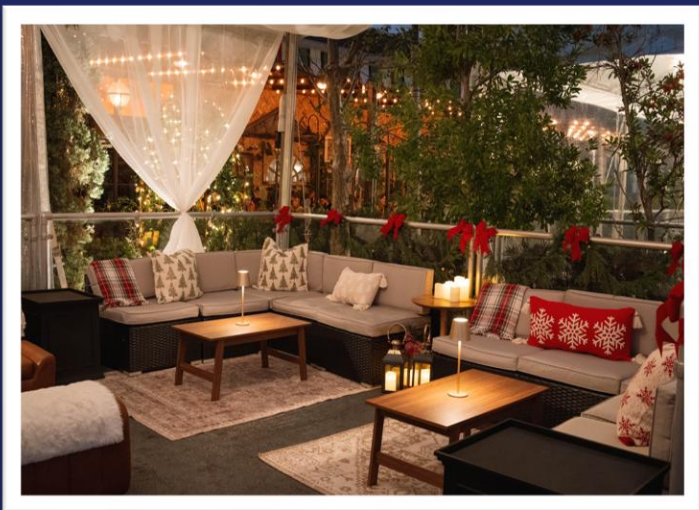
EXCLUSIVE CATEGORY RIGHTS

PRESENTING
SPONSOR
\$100,000

Exclusive Category Rights

Sponsorship Benefits

- ✓ Naming rights for the Main Tent with logo prominently displayed.
- ✓ Premium logo placement including on rink signs and perimeter banners.
- ✓ Logo prominently displayed on our ticketing website and guest tickets.
- ✓ Private holiday Spruzzo cocktail reception for up to 100 guests, on a preferred date.
- ✓ Dedicated social media campaign.
- ✓ Email placement and PR inclusion highlighting our partnership.
- ✓ 50 skating admissions and 25 VIP hospitality passes.
- ✓ Featured website profile and marketing inclusion.
- ✓ Opportunities for online activations including email marketing and social media contests.



SIGNATURE ACTIVATION
SPONSOR

GOLD SPONSOR

\$50,000

Choose your activation:

- Holiday Market Sponsor
- Ice Rink Lounge Sponsor
- Skate Rental Sponsor

SIGNATURE ACTIVATION SPONSOR

Sponsorship Benefits

- ✓ Naming rights to sponsored area with logo prominently displayed.
- ✓ Premium logo placement including on rink signs and perimeter banners.
- ✓ Logo prominently displayed on our ticketing website and guest tickets.
- ✓ Dedicated social media campaign.
- ✓ Email placement and PR inclusion highlighting our partnership.
- ✓ 50 skating admissions and 25 VIP hospitality passes.
- ✓ Featured website profile and marketing inclusion.

SILVER AND BRONZE PARTNERS

SILVER PARTNER

\$25,000

- ✓ Package of 8 custom signs of your choice. Choose between our in-rink banners or perimeter banners facing the hotel entrance or Flagler Drive.
- ✓ Your company logo on our ticketing website.
- ✓ Website recognition and PR inclusion.
- ✓ Social media mentions.
- ✓ Opportunities for online and on-site activations for your brand.
- ✓ 25 skating admissions and 15 VIP hospitality packages.

BRONZE PARTNER

\$15,000

- ✓ Package of 6 custom signs of your choice. Choose between in-rink banners or perimeter banners facing the hotel entrance or Flagler Drive.
- ✓ Website recognition and PR inclusion.
- ✓ Social media mentions.
- ✓ Opportunities for online and on-site activations for your brand.
- ✓ 20 skating admissions and 10 VIP hospitality packages.

SIGNATURE MOMENT SPONSORS

Exclusive naming rights to a single signature event within the season — an alternative to a full six-week partnership.

OPENING NIGHT SPONSOR

\$25,000

- ✓ Recognition at the opening day ribbon cutting.
- ✓ PA announcement as our opening night sponsor.
- ✓ Website recognition and PR inclusion.
- ✓ Opportunities for on-site activations on the opening night for your brand.
- ✓ Private skate session on opening night for 30 guests.

LUXURY AUTOMOTIVE SPONSOR

\$25,000

- ✓ Photo activation with Your luxury vehicle and Santa.
- ✓ Vehicle display in our winter wonderland activation.
- ✓ Package of 4 custom signs of your choice around the rink perimeter or facing Flagler Drive.

NEW YEAR'S EVE SKATE SPONSOR

\$20,000

- ✓ Exclusive year end celebration partner.
- ✓ “New Year’s Eve on Ice Presented By [Sponsor]”
- ✓ Branding on event countdown displays.
- ✓ Recognition on all NYE promotional materials.
- ✓ Reserved hospitality area for up to 30 sponsor guests on NYE.

COMMUNITY SPONSORSHIP TIERS

Accessible entry points for local businesses to align with the season's most beloved holiday tradition.

COMMUNITY PARTNER

\$10,000

- ✓ Package of 4 custom signs of your choice. Choose between our in-rink banners or perimeter banners facing the hotel entrance or Flagler Drive
- ✓ 10 skating admissions and 10 VIP hospitality packages
- ✓ Shared social media mentions and PR inclusion
- ✓ Your company logo on our ticketing website

SUPPORTING PARTNER

\$5,000

- ✓ Package of 2 custom signs of your choice. Choose between our in-rink banners or perimeter banners facing the hotel entrance or Flagler Drive
- ✓ 2 skating admissions and 2 VIP hospitality packages
- ✓ Your company logo on our ticketing website

FRIENDS OF WINTER WONDERLAND

\$1,000

- ✓ One custom sign of your choice. Choose between our in-rink banner or perimeter banner facing the hotel entrance or Flagler Drive.
- ✓ Your company logo on our ticketing website

PROVEN TRACK RECORD

2025 Season Partners

Trusted by leading local and regional brands.

The Palm Beach Post

Tanger[®]
Outlets
* NATIONAL HARBOR *

DISCOVER
**THE PALM
BEACHES**
FLORIDA

[]
ALBA
DREAM | INVEST | SUCCEED

ELISABETTA'S
RISTORANTE • BAR • PIZZERIA



The Ben Advantage



Luxury Autograph Collection hotel



Downtown West Palm Beach location



Waterfront visibility



Strong local reputation



Regional tourism draw



Extensive earned media opportunities



Corporate and leisure audiences



Let's Build Something Unforgettable Together

Reserve your sponsorship for the 2026–2027 Winter Wonderland Ice Rink season

CONTACT

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