

The Ben Winter Wonderland Ice Rink

November 1st, 2026 – January 3rd, 2027

251 N Narcissus Ave, West Palm Beach, FL 33401

(561) 655-4001 | inquiries@thebenwestpalm.com | www.thebenwestpalm.com



Sponsorship Application



Applicant Information

Company / Organization Name:	<i>[Company Name]</i>
Contact Person:	<i>[First and Last Name]</i>
Title:	<i>[Job Title]</i>
Mailing Address:	<i>[Street Address, City, State, ZIP]</i>
Phone:	<i>[Phone Number]</i>
Email:	<i>[Email Address]</i>
Website / Social Media:	<i>[Website or Social Handle]</i>



Sponsorship Levels

Sponsorship Level	Investment	Key Benefits
Title Sponsor	\$150,000	<i>Exclusive naming rights, prominent on-site and digital branding, media and social exposure, opening night recognition, exclusive hospitality experiences, VIP skating package, featured placement on all materials and a dedicated spotlight campaign across social channels.</i>
Presenting Sponsor	\$100,000	<i>Naming rights for the Main Tent, prominent multi-channel marketing placement, VIP hospitality benefits, private event experiences, and strategic digital and on-site activations.</i>
Gold Sponsor	\$50,000	<i>Exclusive naming rights, premium on-site signage, digital and social media exposure, ticketing integration, and featured inclusion across marketing and PR opportunities.</i>
Silver Partner	\$25,000	<i>Custom signage, logo inclusion, website and PR recognition, social media exposure, activation opportunities and skating and VIP admission packages.</i>
Opening Night Sponsor	\$25,000	<i>Recognition at the ribbon cutting, PA announcement, website and PR recognition, activation opportunities and a private skate session.</i>
Luxury Automotive Sponsor	25,000	<i>Luxury photo activation opportunities, vehicle display, custom signage on property.</i>
NYE Skate Sponsor	20,000	<i>Exclusive year end celebration partner, naming rights, branding opportunities, private VIP hospitality benefits and brand recognition on all event promotional materials.</i>
Bronze Partner	\$15,000	<i>Custom signage, website and PR recognition, social media exposure, activation opportunities and skating and VIP admission packages.</i>
Community Partner	\$10,000	<i>Custom signage, skating and VIP admission packages, social media and PR inclusion, logo integration opportunities.</i>
Supporting Partner	\$5,000	<i>Custom signage, skating and VIP admission packages, logo inclusion</i>
Friends of Winter Wonderland	\$1,000	<i>Custom sign or rink banner, logo inclusion.</i>

Our Proposal

Proposed Sponsorship Level:	<i>[Select tier from table above, e.g., Gold Sponsor]</i>
Cash Contribution:	<i>[\$[Amount]]</i>
In-Kind Contribution (if any):	<i>[Description and estimated value]</i>
Preferred Recognition Period:	<i>[e.g., full season, specific dates]</i>



Requested Benefits

- *Logo placement on [rink signage / entrance banner / ticket area, perimeter banner hotel, perimeter banner Flagler]*
- *Mention in event marketing materials and press releases*
- *Recognition on The Ben's website and/or social media channels*
- *[Number] complimentary skating passes for employees or promotional giveaways*
- *On-site activation or branded presence during [specific dates/hours]*
- *[Other requested benefit]*



Closing

We would welcome the opportunity to discuss this sponsorship application further and to tailor our contribution to best fit the goals of Winter Wonderland at The Ben. Please feel free to contact me at 561.655.4001 or Inquiries@theBenWestPalm.com at your convenience. Thank you for considering becoming a valued partner for this season's event.

Sincerely,

Michael Dutton

Director of Sales & Marketing, The Ben