



JAN 26 TO FEB 3, 2024

Beat the Bitter has snowballed into a winter tradition for residents of North Liberty and the surrounding community. The festival challenges the idea that there is nothing to do in the winter with a schedule of events to get folks out of hibernation.

Help us show winter who's boss by sponsoring:

- Our seasonal **Ice Rink** at Penn Meadows Park to provide a free and unique winter recreation opportunity in January and February.
- The **Snuggie Crawl**, drawing attendees to North Liberty restaurants for an evening of good cheer with friends and neighbors.
- A free evening of all things **Fire & Ice** in Penn Meadows Park, including fire performances, horse-drawn carriage rides, ice skating, the **Ice Walk** and fireworks.
- **North Liberty Lights**, a February-long display of **light scenes** around Liberty Centre Pond – unveiled at the **5K-ish Glow Run** – to brighten up bleak winter days.

Contact **Jillian Miller** at JLMiller@northlibertyiowa.org or (319) 626-5757 to discuss full sponsor benefits and select the best partnership for your business.

SUPPORTING SPONSOR

\$1,500

A supporting sponsor of Beat the Bitter, promoted November to February.

Benefits include:

- Name in event news releases
- Logo in email newsletters
- Logo and link on beatthebitter.com
- Logo on promotional posters
- Logo on promotional event banner displayed at the Community Center
- Logo on Beat the Bitter advertisement in the City's seasonal activity guide
- Space for a 10x10 on-site activation at Fire & Ice on Sunday, Jan. 28, if desired

SNUGGIE CRAWL TITLE SPONSOR

\$4,000

The sell-out event for 400 guests to beat winter and build community by wearing sleeved blankets around town for a bar crawl like no other on Saturday, Feb. 3.

Partner recognized with name incorporated into the Snuggie Crawl event title, in all Beat the Bitter and Snuggie Crawl digital, print and radio advertisements, invitation to have a booth at Jan. 28 Fire & Ice event, seasonal ice rink signage and more.



NORTH LIBERTY LIGHTS SPONSOR

\$750-\$1,500

North Liberty Lights is a February-long illuminated display around Liberty Centre Pond. Sponsor a scene and receive your logo on signage placed in front of the scene, logo and link on beatthebitter.com and social media mention. One sponsor per scene.



Spheres - \$750



Flower Garden - \$750



Spruce Trees - \$750



Fancy Deer - \$750



Butterflies - \$750



Forest Animals - \$750



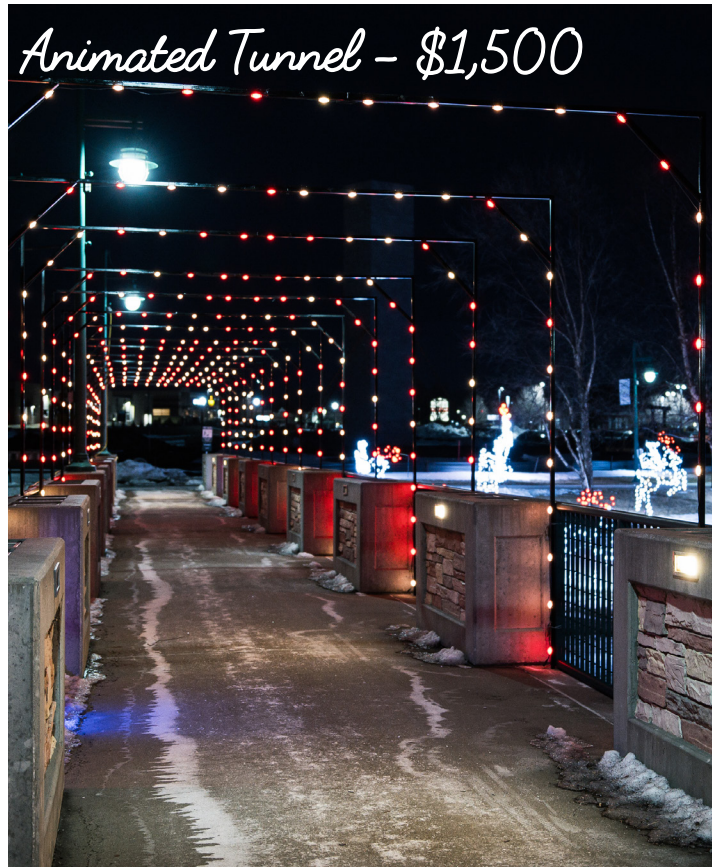
Fountains - \$750



Static Tunnel - \$1,000



Animated Tunnel - \$1,500



5K-ISH GLOW RUN TITLE SPONSOR

\$2,500

North Liberty Lights display is unveiled at an all-ages 5K-ish Glow Run (and walk) on Jan. 26. Title sponsor is recognized in 5K-ish Glow Run event title, on participation medals, emails to participants, is invited to have staff on-site (if desired) and receives all Beat the Bitter supporting-level sponsor benefits (see page 4).



FIRE & ICE TITLE SPONSOR

\$6,000

Beat the Bitter's largest and free family-friendly celebration gathering thousands for fire performances, horse-drawn carriage rides, ice skating, bonfires, ice sculptures and fireworks on Sunday, Jan. 28, in Penn Meadows Park. Partner recognized with name incorporated into the Fire & Ice event title, in all Beat the Bitter and Fire & Ice digital, print and radio advertisements, invitation to have a booth at the event, seasonal ice rink signage and more.



ICE SCULPTURE WALK SPONSOR

\$2,500

A collection of nine to twelve ice sculptures lining the trail in Penn Meadows Park. Unveiled and illuminated at the Fire & Ice event on Jan. 28, and remaining in the park for as long as weather conditions allow. Partner recognized in all references to the Ice Walk, signage along the trail, and all supporting sponsor-level benefits.



ICE RINK TITLE SPONSOR

\$5,000

Set up seasonally in Penn Meadows Park, the 100' x 75' ice rink offers a unique winter recreation opportunity. Skating is free, as are skates available for check out from the North Liberty Community Center. Partner recognized with large banner at the ice rink, brand incorporated into the name of the rink, in all Beat the Bitter digital, print and radio advertisements, invitation to have a booth at Fire & Ice event and more.

