



# 19<sup>th</sup> Annual Salem's So Sweet Chocolate & Ice Sculpture Festival February 1-14, 2021

## Festival Sponsor Information

Now in its 19<sup>th</sup> year, Salem's So Sweet has become a destination event as well as a local favorite. We make the downtown shine during the greyest time of year, reminding people to shop and dine small for Valentine's Day. During the COVID-19 crisis, we feel that bringing light to the downtown is more important than ever before.

We have expanded the timeline of the festival to include two weekends and hopefully increase our positive economic impact on the downtown. The first weekend will reflect our usual sweet programming (ice sculptures and illumination), while the second weekend will heat things up with warming stations and an emphasis on spicy over sweet. We need your help producing this one-of-a-kind Salem festival, and in turn we can help promote your business to a local and national audience!

### Sponsorship Levels

#### **\$500 – Light It Up! Sponsor Illumination Night**

The Illumination Night of Salem's So Sweet has become one of the most popular winter events on the North Shore. Help us light up the ice sculptures all around town on Saturday, February 6 with beautiful lighting by Peabody-based business Retonica. This level includes recognition on our website, on social media, and the printed postcard throughout the festival, as well as the FB event for the Illumination night.

#### **\$1,000 – Get Spicy! Sponsor Illumination Night and a Warming Station**

NEW this year, we will be adding a "hot" second weekend of the festival, with pop-up warming stations around the downtown, spicy takeout offerings at restaurants, and more. This level includes recognition on our website, on social media including FB events, and the printed postcard, as well as your logo featured at each warming station.

#### **\$1,000 – Keep It Sweet! Sponsor an Ice Sculpture and Illumination**

Your business has the opportunity to buy a medium-sized (3 block) ice sculpture to encourage physically-distant foot traffic around downtown Salem. We will coordinate the ice sculpture orders and themes with Ice Effects (contracted company) for you, and will be lighting the sculptures at night on Saturday, February 6. This level includes recognition on our website, on social media including FB events, and the printed postcard, as well as your logo inclusion on the sculpture signage and/or in the sculpture design.

#### **\$1,500 – Sweet and Heat! Sponsor an Ice Sculpture, Illumination, and a Warming Station**

You can have it all! Give your support to all components of the festival. This level includes recognition on our website, on social media including FB events, and the printed postcard, as well as your logo inclusion on the sculpture signage and/or in the sculpture design and at warming station. This option gives you the most visibility over both weekends.





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Chocolate & Ice Sculpture Festival  
February 1-14, 2021**

**SPONSORSHIP FORM**  
**Completed Form Due by Jan. 8**

**EMAIL to: [jeff@saalem-chamber.org](mailto:jeff@saalem-chamber.org)**

**Or MAIL TO: Salem Chamber of Commerce, 265 Essex Street, Salem, MA 01970**

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_

**I would like to be a sponsor for this year's Salem's So Sweet!**

- ☐ \$1,500 – Sponsor it all!
- ☐ \$1,000– Keep It Sweet! Sponsor an Ice Sculpture and Illumination Night (1<sup>st</sup> weekend)
- ☐ \$1,000– Get Spicy! Sponsor Illumination Night (1<sup>st</sup> weekend) and a Warming Station (2<sup>nd</sup> weekend)
- ☐ \$500 – Light It Up! Sponsor Illumination Night (1<sup>st</sup> weekend)

**For more information, please contact Salem Main Streets or the Salem Chamber of Commerce  
at T. 978.744.0004 or email [jeff@saalem-chamber.org](mailto:jeff@saalem-chamber.org)**

