



The Ice Rink

PASÉA HOTEL & SPA

2022 SPONSORSHIP OPPORTUNITIES



ABOUT

Where the sun meets the sea
in Surf City U.S.A.

250

guestrooms
& suites

8

spa treatment
rooms

7

meeting
rooms

5

poolside
cabanas

4

restaurants
& bars

2

beach
butlers





GUESTS

In-State Top Markets: Orange County, Los Angeles, San Diego, Riverside County, San Francisco

Out-of-State Top Markets: Nevada, Texas, Arizona, Washington, Colorado

Household Income: \$150K+

Ages: 37% 45-65, 28% 16 - 24, 20% 25 - 44, 15% 65+





EVENTS

Paséa is home to a selection of large-scale annual events, including...

PupFest

The West Coast's Premiere Dog-Friendly Music Festival

Champagne on the Coast

A champagne-filled weekend in partnership with Veuve Clicquot

Airshow

Watch Surf City's iconic Airshow all weekend at a variety of viewing locations





COOL YULE

*The 3rd Annual Cool Yule
Holiday Celebration brings...*

Elevated Oceanfront
Ice Skating Thanksgiving Day
through New Year's Eve

DJ & Theme Nights

Santa Visits

Firepit Packages & Experiences

Holiday Bites, Drinks and
Limited Edition Treats





EVENT DEMOGRAPHICS

15000 Attendees

12000 Ice Skaters

80% Orange County Visitors

20% Overnight Visitors

40% Families

60% Groups & Couples

\$150,000 Average
Household Income





DIGITAL AWARENESS

Advertising campaign throughout
Orange County, LA County

50000 Website Visitors in
December

53000 Social Media Followers
+ Influencers and Media

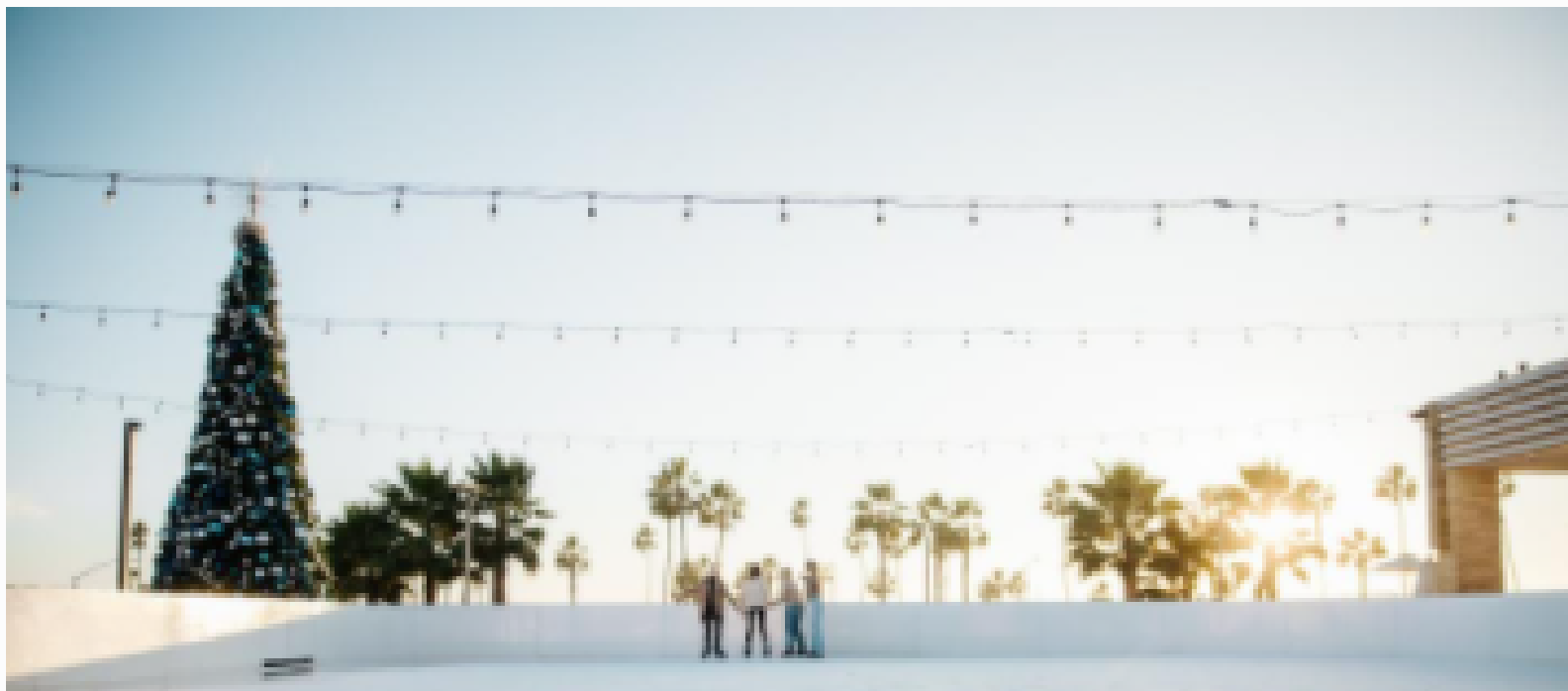
60000 Email Subscribers with
40% Open Rate and 14%
Click-Through-Rate



Forbes

Oceanfront Ice Rink at Paséa Hotel and Spa in Huntington Beach, California

It's a choose-your-own outdoor adventure this time of year in Huntington Beach. Glide across the ice at the Paséa Hotel and Spa's oceanfront ice rink, enjoying s'mores kits and VIP firepit experiences. Or, put on a wet suit and hit the beach. January happens to be the best time of year for surfing in Huntington Beach, which gets consistent waves rolling in. (Book a surfer's massage at the hotel's Aarna Spa).



TALK

Forbes

Most Beautiful Ice Rinks in the World

Locale Magazine

LA Times

KTLA

Las Vegas Review

OC Register

LA Parent

Voice of OC





SPONSOR OPPORTUNITIES

TITLE SPONSOR (MAX 1): \$50,000

THE ICE RINK PRESENTED BY
in all marketing materials

Complimentary company-wide private
ice skating day

Season-wide company discounted
tickets

Prominent logo inclusion on event
website, ticketing website, emails and
on exterior hotel digital screen "Big
Blue"

Oceanfront logoed ice rink dasher,
covering interior of rink

Verbal mentions at all theme nights
throughout season by skate DJ





SPONSOR OPPORTUNITIES

PLATINUM SPONSOR (MAX 2): \$25,000

Logoed wrap on ice rink exterior (two sides) for entire season

Prominent logo inclusion on event website, ticketing website and emails

Verbal mentions at all theme nights throughout season by skate DJ

Dedicated Instagram story

GOLD SPONSOR (MAX 4): \$15,000 *Cash or Product*

Branded bar or firepit serving your product

Instagram story inclusion

Discounted dashers for \$500 each, based on availability





SPONSOR OPPORTUNITIES

SILVER SPONSOR (MAX 4): \$5,000

Theme night sponsor (i.e. Ugly Sweater Night sponsored by Company)

Logoed interior ice rink dasher panel for entire season

Instagram story inclusion

Discounted dashers for \$500 each, based on availability

BRONZE SPONSOR (MAX 25): \$1,500

Logoed interior ice rink dasher panel for entire season





PREFERENCING DEADLINE: OCTOBER 15

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