

CAROLINA HURRICANES

FAN FEST SPONSORSHIP OPPORTUNITIES

The Carolina Hurricanes Fan Fest will be held on **February 17, 2023 in Downtown Raleigh**. The one-day, rain-or-shine street festival celebrating 25 years of the Carolina Hurricanes will run from **11am-9pm** with an estimated attendance of 25-50,000.

The Carolina Hurricanes Fan Fest will feature **appearances from Hurricanes alumni, street hockey and ice skating, as well as local vendors, food trucks, craft beer, live music, art installations, photo stations, kids' zone activations and inflatables**. The event will run on Fayetteville Street, from City Plaza to the State Capitol with the emphasis on celebrating community, family, traditions and your Carolina Hurricanes. The event will create memories for many and will create positive economic impact for our community.

We hope you will consider being a sponsor for the Carolina Hurricanes Fan Fest and creating a unique event for our community that will connect fans of all ages and economic backgrounds- **an event that's for the people of North Carolina!**



The Hat Trick: Stage Sponsor \$50,000 - 2 available

Your Name – In Lights! There will be two (2) main stages at the Fan Fest for musical acts. Each stage will be named after their respective sponsor.

Sponsor receives:

- Logo inclusion on the following:
 - All marketing collateral referencing Fan Fest
 - Signage at the stage with the stage performance schedule
 - Stage scrims (backdrops)
 - Stage banner(s)
 - Facebook event page & e-newsletter promotions
 - Event landing pages as a sponsor of the event (with hyperlink)
 - Official Fan Fest event shirt
 - Event Maps
 - Fan Fest Souvenir Beverage Cup
- Option to have a 10×10 activation space at Fan Fest
- Thirty (30) passes to a designated VIP Area at Fan Fest
- Inclusion in social media posts on the Carolina Hurricanes and Shop Local Raleigh social channels
- Opportunity for company representative to be a part of Opening Ceremony on the sponsored stage
- Meet and Greet for up to ten (10) people Carolina Hurricanes alumni at Fan Fest
- Option to have a social media reel created about why your company is supporting Canes Fan Fest



The Breakaway: Fireworks Show Sponsor \$30,000 - 1 available

End Fan Fest with a BANG! A fireworks show will take place at the conclusion of Fan Fest on Friday Night.

Sponsor receives:

- Logo inclusion on the following:
 - All marketing collateral referencing Fan Fest and the Fireworks
 - Musical stage banner(s)
 - Facebook event page & e-newsletter promotions
 - Event landing pages as a sponsor of the event (with hyperlink)
 - Official Fan Fest event shirt
 - Event Maps
 - Fan Fest Souvenir Beverage Cup
- Option to have a 10×10 activation space at Fan Fest
- Twenty-five (25) passes to a designated VIP Area at Fan Fest
- Inclusion in social media posts on the Carolina Hurricanes and Shop Local Raleigh social channels
- Opportunity for company representative to be a part of the Fan Fest Opening Ceremony

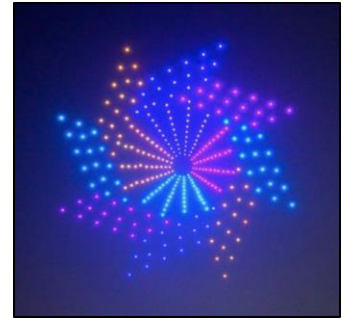


The Power Play: Drone Light Show Sponsor \$30,000 - 2 available

LIGHT UP THE NIGHT as co-sponsor of the Drone Light Show!

Sponsor receives:

- Logo inclusion on the following:
 - All marketing collateral referencing Fan Fest and the Drone Light Show
 - Musical stage banner(s)
 - Facebook event page & e-newsletter promotions
 - Event landing pages as a sponsor of the event (with hyperlink)
 - Official Fan Fest event shirt
 - Event Maps
 - Fan Fest Souvenir Beverage Cup
- Option to have a 10×10 activation space at Fan Fest
- Twenty-five (25) passes to a designated VIP Area at Fan Fest
- Inclusion in social media posts on the Carolina Hurricanes and Shop Local Raleigh social channels
- Opportunity for company representative to be a part of the Fan Fest Opening Ceremony



The Wheel: Ferris Wheel Sponsor \$25,000 - 1 available

Take fans for a ride as the sponsor of the Ferris Wheel!

Sponsor receives:

- Logo inclusion on the following:
 - All marketing collateral referencing Fan Fest and the Ferris Wheel
 - Musical stage banner(s)
 - Facebook event page & e-newsletter promotions
 - Event landing pages as a sponsor of the event (with hyperlink)
 - Official Fan Fest event shirt
 - Event Maps
 - Fan Fest Souvenir Beverage Cup
- Option to have a 10×10 activation space at Fan Fest
- Twenty (20) passes to a designated VIP Area at Fan Fest
- Inclusion in social media posts on the Carolina Hurricanes and Shop Local Raleigh social channels



The Playmaker: Beverage Sponsor \$20,000 - 2 available

Keep fans happy and hydrated with beverages utilized at the event from YOUR brand portfolio!

Sponsor receives:

- Logo inclusion on the following:
 - All marketing collateral referencing Fan Fest
 - Facebook event page & e-newsletter promotions
 - Event landing pages as a sponsor of the event (with hyperlink)
 - Official Fan Fest event shirt
 - Event Maps
 - Fan Fest Souvenir Beverage Cup
- Option to have a 10×10 activation space at Fan Fest
- Twenty (20) passes to a designated VIP Area at Fan Fest



The Face Off: Patron Wristbands \$15,000 – 1 available

Sponsor receives:

- Logo inclusion on the following:
- 20,000 wrist bands provided to Fan Fest patrons who are of legal drinking age
 - Event landing pages as a sponsor of the event (with hyperlink)
 - Official Fan Fest event shirt
 - Event Maps
- Option to have a 10×10 activation space at Fan Fest
- Fifteen (15) passes to a designated VIP Area at Fan Fest



The Penalty Box: Restrooms and Handwashing

\$5,000 – 1 available

Sponsor receives:

- Logo inclusion on the following:
 - Each portable restroom and hand washing station
 - Event landing page as a sponsor of the event (with hyperlink)
 - Event maps
- Ten (10) passes to a designated VIP Area at Fan Fest
- Opportunity to include QR code on the back of each portable restroom door linking to sponsor social media pages or website



Special Teams: Zone Sponsor

\$3,000 – 9 available

Sponsor receives:

- Logo inclusion on the following:
 - Signage within one of the nine “zones” at Fan Fest (ie: Fan Zone, Kids Zone, Food Truck Zone)
 - Event maps
 - Event landing page as a sponsor of the event (with hyperlink)
- Optional 10x10 activation space within the sponsored zone



The Puck Drop: Photo Booth Zones

\$2,500 – 6 available

Sponsor receives:

- Logo inclusion on the following:
- Signage at each designated photo op throughout the event footprint
 - Event maps
 - Event landing page as a sponsor of the event (with hyperlink)
- Optional 10x10 activation space at Fan Fest



The War Room: Inflatable TV Screen Sponsor \$2,000 – 1 available

Sponsor receives:

- Logo inclusion on the following:
 - Signage around inflatable screen at Fan Fest (on the screen, we will be showing past games/highlights of Hurricanes Hockey)
 - Event maps
 - Event landing page as a sponsor of the event (with hyperlink)
- Optional 10x10 activation space at Fan Fest



Storm Warning: Sound the Siren \$1,500 – 8 available

Sponsor receives:

- Opportunity for sponsor representative to sound the Storm Warning siren to kick off a musical act at Fan Fest
- Logo inclusion on event landing page as a sponsor of the event (with hyperlink)
- Optional 10x10 activation space at Fan Fest



The Referee: Security Sponsor \$1,000 – 4 available

Sponsor receives:

- Logo inclusion on the following:
 - Third party security staff attire
 - Event landing page as a sponsor of the event (with hyperlink)
- Optional 10x10 activation space at Fan Fest



The Goaltender: First Aid Sponsor \$1,000 – 1 available

Sponsor receives:

- Logo inclusion on the following:
 - Wayfinding flag at the First Aid Tent
 - Event maps
 - Event landing page as a sponsor of the event (with hyperlink)
- Optional 10x10 activation space at Fan Fest



The Olympias: Golf Cart Sponsor \$1,000 – 1 available

Sponsor receives:

- Logo inclusion on the following:
 - Golf carts used at Fan Fest
 - Event landing page as a sponsor of the event (with hyperlink)
- Optional 10×10 activation space at Fan Fest



The Third Period: Clean-up Crew Sponsor \$1,000 – 3 available

Sponsor receives:

- Logo inclusion on the following:
 - Clean-up Crew shirts
 - Event landing page as a sponsor of the event (with hyperlink)
- Optional 10×10 activation space at Fan Fest

