

Cheltenham ICE RINK

SPONSORSHIP PACK 2025

Cheltenham's much-loved Ice Rink returns to Imperial Gardens for Christmas 2025, offering a magical winter experience in the heart of the town.

As one of the region's most anticipated festive attractions, the ice rink draws thousands of visitors and plays a key role in boosting the local economy.

By partnering with us, your brand can be part of this seasonal celebration - gaining valuable exposure, connecting with a wide audience, and supporting a cherished community event that brings joy to residents and visitors alike.

Ice rink opens: **21 November 2025**

Ice rink closes: **4 January 2026**

Location: **Imperial Gardens**

Watch the
Cheltenham
ice rink in
action
HERE!



**VISIT
CHELTENHAM**
THE FESTIVAL
TOWN



www.visitcheltenham.com/ice-skating

CHELTENHAM'S CHRISTMAS ICE RINK SPONSORSHIP PACK 2025

FACTS & FIGURES

40,000 SKATERS

Throughout the festive season



Town centre footfall figures in excess of

150,000 VISITORS



VisitCheltenham.com attracted over

2.3 MILLION

page views in 2024

184k Views

Across Cheltenham Ice Rink social media



Brand exposure to a huge

REGIONAL

audience - Families, professionals & tourists from Cheltenham and the surrounding areas



SPONSORSHIP PACKAGES

Cheltenham's Christmas Ice Rink offers a unique and high-profile platform for brand exposure during the festive season. We understand that every business has different goals and audiences, which is why we offer a flexible range of sponsorship opportunities.

Whether you're looking to increase brand visibility, engage with families, or reach a regional audience, we can tailor a sponsorship package to suit your objectives. From headline partnerships to targeted advertising options, we'll work with you to create a bespoke solution that delivers real value.

HEADLINE SPONSOR - £11,000

- Business logo displayed in a prime position on the ice rink homepage
- Company name and logo added to the Visit Cheltenham Christmas guide leaflet
- 8 advertising panels situated in a prime location around the ice rink
- 20 VIP invites to our launch night
- 20% additional discount on ice skating tickets
- Featured in social media coverage and press opportunities

GOLD PACKAGE - £5,500

- Business logo displayed in a prime position on the ice rink homepage
- 4 advertising panels situated in a prime location around the ice rink
- 4 VIP invites to our launch night
- 20% additional discount on ice skating tickets
- Featured in social media coverage and press opportunities

SILVER PACKAGE - £2,000

- Business logo display on the ice rink homepage
- 2 advertising panels around the ice rink
- 20% discount on ice skating tickets



RINK BOARD ADVERTISING - £550 each

Advertising boards are located around the rink, facing inwards. Viewed by 40k skaters plus spectators. Cost includes production, sponsors must supply own artwork.

***Discount available for advertising on multiple boards**

DIGITAL SCREEN ADVERT - £300 for full duration

Digital screens will be located inside the marquee structure, displaying session times and digital adverts.

With up to 155 skaters per session throughout the day, this is a brilliant way to display your brand and current promotional offers during the 6-week duration.

To discuss sponsorship and partner opportunities, contact Tara on **07468 716057** or email **sponsorship@marketingcheltenham.co.uk**

All prices quoted exclude VAT