

# 2026 Sponsorship Opportunities



# World Ice Art Championships

*Summoned by the Queen*



Proudly presented  
by Ice Alaska

February 16 - March 31, 2026  
Fairbanks, Alaska | [icealaska.com](http://icealaska.com)

## MISSION STATEMENT

Ice Alaska's mission is to promote artistic and educational endeavors using ice, snow, and other media, enhance international friendships through cultural exchange, and preserve and display the heritage of all cultures in ice and other media. We aim to promote Alaska's winter activities and encourage tourism and economic opportunities through our family friendly event.



## QUICK FACTS

In 2026, the World Ice Art Championships will celebrate its 35th annual competition, which is the largest ice sculpting competition in the world. This event takes place outdoors under extreme winter conditions in Fairbanks, Alaska where sculptors carve around the clock to finish their magnificent pieces in a limited amount of time. Artists have worked in temperatures anywhere from 40 above to -40 below.

## THE ICE ALASKA TEAM

Our annual event hosts 70 ice artists, representing countries from all over the world, including national celebrities from the United States. Veteran Artists from around the world volunteer their professional time and services to the World Ice Art Championships. Experienced Competition Officials monitor all aspects of the competition, while a Competition Logistics team keeps everything running smoothly. Many local and international volunteers contribute over 100,000 hours to the event, everything from building the ice park and ice skating rink, building a children's ice park, transporting artists, harvesting and transporting ice, and photography and live video production.

## GLOBAL AUDIENCES

Independent travelers visit Fairbanks in February and March to experience the Northern hospitality of the World Ice Art Championships. Travel tours bring guests from North America, Europe, China, and Japan to the North to enjoy the art and beauty and to live their dreams.

## DID YOU KNOW?

The multi-block competition uses at least 36,000 pounds of ice with each block of ice weighing at least 4,000 lbs. Such gatherings date back to the thirties when residents emerged from the long winter with an eye for having some fun. With the advent of airline transportation, visitors from all over the world can join the celebration. In the past an average of 35,000 viewers come from around the world to see this amazing event. The result is over 60 competition sculptures and exhibition pieces as well as the ever-expanding playful ice attractions in the Kids Park.

## THE PARTICIPANTS

Master and rookie artists from around the world participate. Last year teams from seven countries competed, including, Japan, Scotland, Portugal, France, Germany, the Philippines, and the US, as many as 45 countries have been represented in years past. The event attracts male and female artists who historically have ranged in age from 13 to 78.



## Partnering in Magic

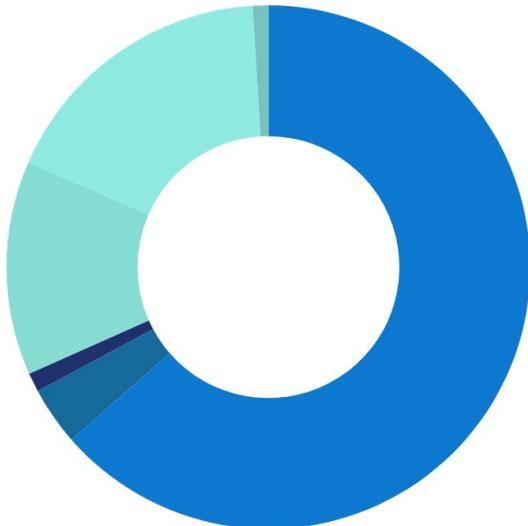
This year, the Ice Park had great success increasing our visitor numbers by 5,000 and reaching a half million dollars in ticket sales. After restarting the event at the Tanana Valley Fairgrounds in 2018 with almost nothing in the bank, this growth is an inspiring story of resilience showing the tenacity and passion of the artists, volunteers and the community to keep this event alive. We COULD NOT do this without the incredible support of our sponsors.

This last year we spent more than **600,000.00** dollars in our Fairbanks community to build the ice park and run the competition that draws thousands of visitors to Fairbanks each winter.

Your help will ensure our park has the funding it needs to:

- house and feed our artists and out of town volunteers
- rent, run, and maintain equipment to build the championship ice park
- pay necessary services, insurances, and administration
- put on one of the greatest ice sculpting competitions in the world

## 2025 ICE ALASKA SPONSORSHIPS & FUNDING



In-Kind Sponsorship	\$196,455.38
Cash Sponsorship	\$ 11,150.00
Individual Donations	\$ 3,668.00
City of Fairbanks Grant	\$ 40,920.00
Lotto Alaska Funding	\$ 54,025
Membership	\$ 2,964

- In-Kind sponsorship (63.5%)
- Cash Sponsorship (3.6%)
- Individual Donations (1.2%)
- City of Fairbanks Grant (13.2%)
- Lotto Alaska Funding (17.5%)
- Membership (1%)

# 38,045 GUESTS VISITED THE PARK IN 2025. WE ARE GROWING!

## ART LOVERS



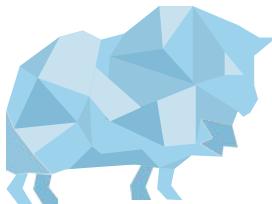
The World Ice Art Championships showcases larger than life ice sculpting at its finest. Creative concepts drawn together from all over the world are born in ice and light. An experience of a lifetime for many art lovers in a outdoor museum under the arctic aurora.

## OUTDOOR ADVENTURERS

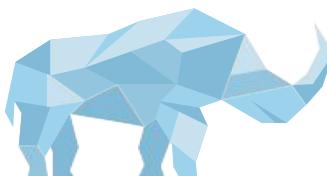


Truly a one of a kind experience and unique event with lots of family friendly activities. Alaska captivates the adventurous spirit with its vastness and pristine nature, but nestled in our little enchanted forest lies adventure for creative minds and souls.

## ALASKA AFICIONADOS



The Fairbanks area holds unending magic in the minds of many southerners. The historic traditions of ice harvest and the rare size of our brilliant blue blocks ignite a romantic vision across several consumer demographics.



## BUSINESS PARTNERS

Local, national, and international business partnerships support our community, both at the local level and on the world stage of cutting edge ice carving innovation.

## THE PROFILE OF OUR DIVERSE FAN BASE

### Ice Alaska Website

44,500 Unique Visitors  
114,560 Page Views

#### Device Website Access

Mobile 60%  
Desktop 34%  
Tablet 6%

#### Demographics

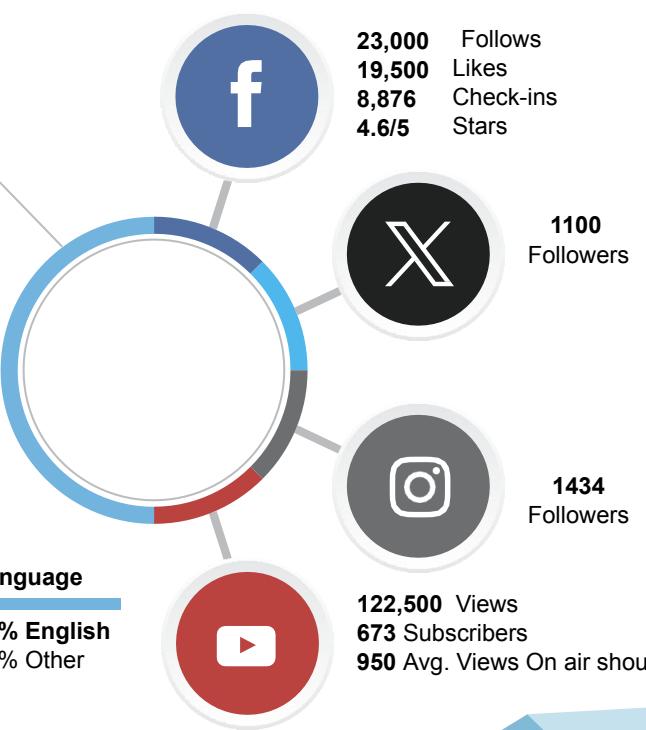
59% Female  
41% Male

#### Age

25-34	25%	55-64	18%
35-44	22%	65+	12%
45-54	18%	18-24	5%

#### Language

85% English  
15% Other



# THE ICE ART WORLD CHAMPIONSHIPS

ICEALASKA.COM | OFFICIAL WEBSITE



## COMPETITION DATES FOR the 2026 SEASON

**Multi Block - FEB 16-21**  
**Double Block - FEB 24-26**  
**Single Block - MAR 1-3**  
**Fairbanks Open - MAR 1-3**  
**Youth Competition - MAR 9-12**

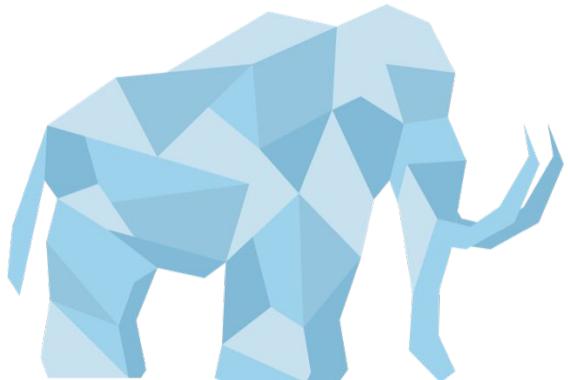
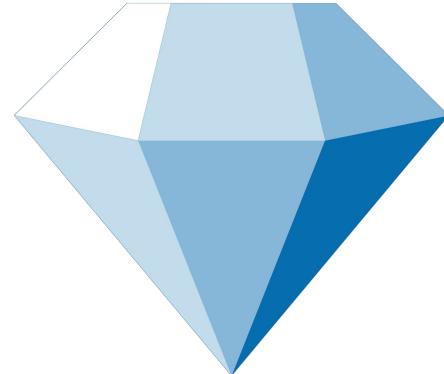
# Sponsorship Levels



## Diamond Level

**\$25,000+**

Your logo on our website Home Page  
Your logo on the website Sponsors Page  
Your logo featured in Ice in the Kids Park  
Your logo(A) on standard season clothing merchandise  
10x standard season merchandise items  
Prime banner placement at the park  
Shout-outs on social media platforms  
25x Day Passes for your staff/clients/friends  
Commemorative Poster at the end of the event  
Tickets to our Sponsors Event



## Mammoth Level

**\$10,000+**

Your logo on our website Sponsors Page  
Your logo featured in Ice at the Kids Park  
Your logo(B) on standard season clothing merchandise  
6x standard season merchandise items  
Prime banner placement at the park  
Shout-outs on social media platforms  
10x Day Passes for your staff/clients/friends  
Commemorative Poster at the end of the event  
Tickets to our Sponsors Event

## Eagle Level

**\$5,000+**

Your business name on our website Sponsors Page  
Your logo featured in ice at the Kids Park  
4x standard season merchandise items  
Banner placement at the park  
Shout-outs on social media platforms  
6x Day Passes for your staff/clients/friends  
Commemorative Poster at the end of the event  
Tickets to our Sponsors Event



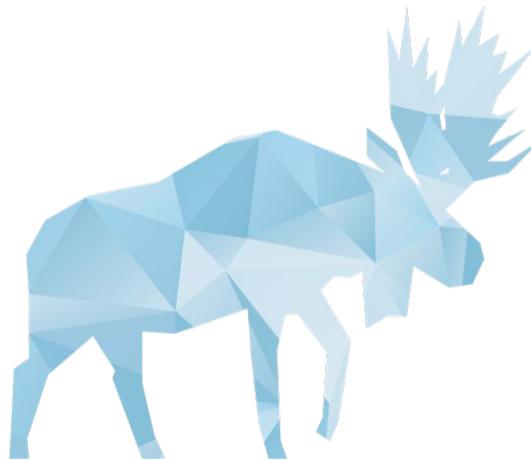
# Sponsorship Levels



## Moose Level

**\$3,000+**

Your business name on our website Sponsors Page  
Your business name featured in Ice at the Kids Park  
4x standard season merchandise items  
Banner placement at the park  
Shout-outs on social media platforms  
6x Day Passes for your staff/clients/friends  
Certificate of Thanks at the end of the event  
Tickets to our Sponsors Event



## Fox Level

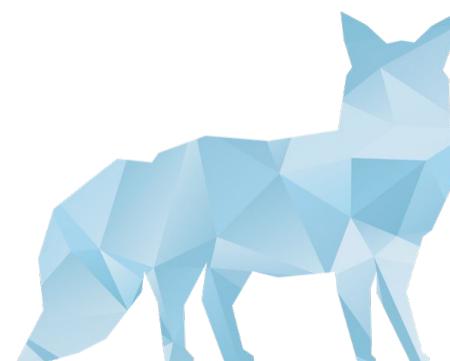
**\$750+**

Your business name on our website Sponsors Page  
Banner placement at the park  
Shout-outs on social media platforms  
2x Day Passes for your staff/clients/friends  
Certificate of Thanks at the end of the Event  
Tickets to our Sponsors Event

## Bear Level

**\$1,500+**

Your business name on our website Sponsors Page  
2x standard season merchandise items  
Banner placement at the park  
Shout-outs on social media platforms  
4x Day Passes for your staff/clients/friends  
Certificate of Thanks at the end of the event  
Tickets to our Sponsors Event



( A ) - large logo size

( B ) - small logo size



# YES, I'll support ICE ALASKA !!



Business name :

Address :

Phone :

Contact :

<input type="checkbox"/> Diamond - \$25,000+	<input type="checkbox"/> Mammoth - \$10,000+	<input type="checkbox"/> Eagle - \$5,000+
<input type="checkbox"/> Moose - \$3,000+	<input type="checkbox"/> Bear - \$1,500+	<input type="checkbox"/> Fox - \$750+
	<input type="checkbox"/> Custom Amount ->	<input type="checkbox"/> \$

I would like to pay by :

<input type="checkbox"/> Check :	<input type="checkbox"/> Credit card :	<input type="checkbox"/> In-Kind Items : Please write details below
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I can provide the following items to be used by Ice Alaska (at their discretion) for the entire duration of the 2026 Season including the installation and dismantling times.


I estimate my in-kind donation to be approximately the value listed below:

\$
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I can provide the following items to be used by Ice Alaska during the 2026 Season and both times prior and after for the purpose of advertising my business :

Logo - digital	Banner	Free giveaways (where applicable)
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The undersigned has the authority to act on behalf of the business to allow for this promotion/donation/sponsorship in good faith :

Name :
Date :
Signature :