



SPONSORSHIP DECK

BLUE RIVER
PRODUCTIONS

BRAIN FREEZE ICE CREAM FESTIVAL

BLUE RIVER
PRODUCTIONS

WHAT WHO WHY

WHAT

The Brain Freeze Ice Cream Festival is a 2-day ice-cream extravaganza designed to raise money for local Down Syndrome networks and raise awareness of organizations who provide employment, health, financial, and educational services to individuals with mental, physical, and emotional disabilities.

The inaugural event was held June 2018 in Albuquerque, NM attracted 7,000 attendees and raised over \$2000 for the Rio Grande Down Syndrome Network. Local organizations providing services for individuals with disabilities were on hand to promote their services and over \$7,000 was donated to various organizations and school teams to compensate them for scooping ice-cream throughout the event.

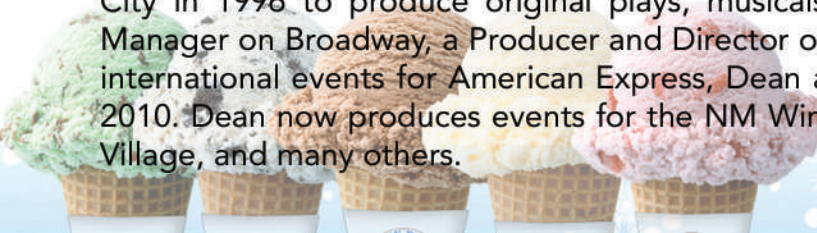
In addition to 21 scoop stations showcasing 21 flavors and numerous toppings and root beer floats, the event features soccer clinics, a foam party, a bounce park, a climbing wall, face painting, family portraits, games, and dance performances.



WHO & WHY

The festival was created by Dean & Lena Strober and is produced by Blue River Productions. Dean oversees 10-12 festivals per year including 5 of the largest festivals in New Mexico. The passion for the event comes from their personal commitment to increase opportunities for all individuals with Down syndrome, not the least of which is their daughter Aleeya.

Dean founded Blue River Productions in New York City in 1996 to produce original plays, musicals, and films. After being an assistant Company Manager on Broadway, a Producer and Director of off-Broadway plays and musicals, and managing international events for American Express, Dean and his wife Lena moved to Albuquerque, NM in 2010. Dean now produces events for the NM Wine Association, Simon Properties, Lavender in the Village, and many others.



BRAIN FREEZE ICE CREAM FESTIVAL

THE FUTURE

Due to the tremendous success of the 2018 event, the continued partnership with Blue Bell Premium Ice Cream, and the wide ranging appeal of ice-cream, the Brain Freeze Ice Cream festival will expand into many new cities in the coming years.

2019 DATES & CITIES

TUCSON, AZ

May 4-5. Rillito Park

A fundraiser for SANDS, the Southern Arizona Network for Down Syndrome.



ALBUQUERQUE, NM

June 9-10. Balloon Fiesta Park

A fundraiser for the Rio Grande Down Syndrome Network.



PUT YOUR BUSINESS INFRONT
OF 7,000 - 14,000 PEOPLE.
WE INVITE YOU TO PARTICIPATE
IN EITHER, OR BOTH, OF THE
2019 FESTIVALS.



BLUE RIVER
PRODUCTIONS

BRAIN FREEZE ICE CREAM FESTIVAL

WHO ATTENDS

Mothers, fathers, families, and ice-cream loving millenials.

The 2018 event had an attendance of 7,000 people.

Ages 20 and under: 20% | Ages 20 - 35 (millenials), without kids: 15%

Ages 30-55 with kids: 55% (Women: 60%. Men: 40%) | Ages 55+: 5%



With a low \$5 admission, attendees came from all over the socio-economic spectrum; and a focus on serving families and care-givers of individuals with disabilities, this event, unlike any other we have ever produced, managed, or attended, had a very diverse audience across all ethnicities and abilites.

Photos from our on-site photo booth. (Your logo can also appear in the border of all these take-home photos).



BLUE RIVER
PRODUCTIONS

BRAIN FREEZE ICE CREAM FESTIVAL

OPPORTUNITIES

The following partner benefits can be combined into taylor made packages best suited to fit your needs and budget. We also welcome your ideas on activations to benefit the attendee experience and further your business goals.

PRIOR TO THE EVENT(s)

- Your logo to appear on advertising and promotional materials including, but not limited to, print ads, billboards, posters, rack cards, event coupons, and website homepage.
- Mention in radio spots.
- Logo included in TV ads.
- Dedicated posts across all social media channels including Facebook, Twitter, and Instagram.

AT THE EVENT(s)

- Activation space from 10x10 up to 30x60.
- Your logo to appear on all festival ice-cream spoons, designed for take-home, re-use.
- Your logo to appear on branded ice-cream bowls.
- Your logo to appear on commemorative event photos.
- Your logo to appear on event banners and directional signage.
- VIP - All you can eat passes.
- Exclusive sponsor of Signature Areas:
 - Root Beer Float Bar
 - Make-Your-Ice-Cream Bar where attendees can create custom flavors, have their ice-cream made on-site, and packaged for take-home enjoyment in customized containers.

AFTER THE EVENT(s):

- Email addresses of attendees who opt-in for sharing their contact information.
- Letter of thanks from designated beneficiary of the event.



**YOUR LOGO ON
CONTAINERS FOR
CUSTOMIZED ICE-CREAM FLAVORS
CREATED BY ATTENDEES**



**BLUE RIVER
PRODUCTIONS**