



*Mariposa
Winter Village*

DOWNTOWN FRESNO ICE SKATING RINK

SPONSORSHIP PACKET

2025



THE EXPANDING **FRESNO AREA
HISPANIC FOUNDATION**



Mariposa Winter Village

DOWNTOWN FRESNO ICE SKATING RINK

This holiday season, the Fresno Area Hispanic Foundation will bring the magic of the season to downtown Fresno with Mariposa Winter Village, running December 4, 2025 – January 9, 2026. This immersive holiday experience will fill Mariposa Street and Plaza Mariposa with lights, music, and festive cheer while supporting local economic development by showcasing Fresno’s artisans, food vendors, and small businesses.

At the heart of the village, families can enjoy an outdoor ice-skating rink, live performances from local choirs, mariachi bands, and dance groups, and a Holiday Workshop for children with crafts, storytelling, and letters to Santa. The Nativity Scene and Posada Night celebrate tradition and community, bringing neighbors together with music, authentic flavors, and festive activities.

Visitors can also explore illuminated streets, seasonal markets, and cozy “igloo” tents offering private views of the festivities. Local companies have the opportunity to sponsor elements of Mariposa Winter Village, gaining visibility while supporting FAHF’s mission to strengthen Fresno’s economy and community. Every activity is designed to spark joy, foster togetherness, and boost local business, making Mariposa Winter Village a holiday destination that benefits the city and its residents





Mariposa Winter Village
DOWNTOWN FRESNO ICE SKATING RINK

Sponsorships



STAR ON THE TREE

\$25,000

- Exclusive Private Party Experience: one-hour skating session for up to 60 guests (scheduled between 11:30 AM – 2:30 PM).
- Prominent placement of your company logo across all printed and digital marketing materials, including the event website, social media, posters, and on-site signage.
- Logo displayed inside and outside the ice rink on banners throughout the season.
- Opportunity to host a company booth at Mariposa Winter Village.
- Exclusive naming rights on an Igloo during the 2025 season
- Speaking opportunity and verbal acknowledgment during the official tree lighting ceremony.
- Continuous company recognition through PA system announcements during all skating sessions
- Recognition as the title sponsor of three (3) themed nights of your choice.



GINGERBREAD

\$15,000

- Complimentary one-hour skating session for up to 30 guests (scheduled between 11:30 AM – 2:30 PM).
- Company logo placement across all printed and digital marketing materials, including the event website, social media, posters, and on-site signage.
- Logo displayed inside and outside the ice rink on banners throughout the season.
- Opportunity to host a company booth at Mariposa Winter Village.
- Verbal acknowledgment during the official tree lighting ceremony.
- Continuous company recognition through PA system announcements during all skating sessions
- Recognition as the title sponsor of two (2) themed nights of your choice.



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Sponsorships



CANDY CANE

\$10,000

- Complimentary one-hour skating session for up to 20 guests (scheduled between 11:30 AM – 2:30 PM).
- Company logo placement on event website, social media, posters, and on-site signage.
- Logo displayed inside and outside the ice rink on banners throughout the season.
- Verbal acknowledgment during the official tree lighting ceremony.
- Recognition as the title sponsor of (1) themed night of your choice.



SNOWFLAKE

\$5,000

- Complimentary skating for 10 guests
- Company logo placement on event website, social media, posters, and on-site signage.
- Logo displayed inside and outside the ice rink on banners throughout the season.
- Verbal acknowledgment during the official tree lighting ceremony.



COZY CORNER

\$2,500

- Complimentary skating for 4 guests
- Company logo placement on event website, social media, posters, and on-site signage.
- Verbal acknowledgment during the official tree lighting ceremony.

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Group Rates

GROUP RATES AND CUSTOM PACKAGES

Bring a group together for a magical winter outing at the Mariposa Winter Village Downtown Fresno Ice Skating Rink! We offer special group rates and customizable packages to make your experience seamless and memorable.

Groups that can take advantage of these packages include:

- Businesses & Corporations – perfect for employee appreciation
- Nonprofit Organizations – for team bonding activities
- Schools & Universities – class trips, student clubs, or staff celebrations
- Government Agencies & Rural Municipalities – community engagement or staff events
- Churches & Faith-Based Groups – holiday gatherings or youth programs
- Community Clubs & Social Organizations – bring your members together for fun and connection
- Families – birthdays, holiday celebrations, or special occasions

Whether you're planning a company celebration, nonprofit outing, school event, or family gathering, we can help create a package that fits your group's needs — from reserved skating sessions and private areas to hot cocoa stations and special recognition for your organization.

Contact us today at 559-222-8705 to learn more about group options and design your perfect ice skating experience.

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DOWNTOWN FRESNO ICE SKATING RINK

Igloo Rentals

1 HOUR IGLOO RENTAL

\$150

- Igloo reserved for up to 10 people
- Does not include food/drinks
- Does not include ice skating tickets

GROUP OF 6 ~ IGLOO RENTAL

\$500

- Igloo reserved for up to 6 people
- Ice skating tickets for 6 people
- Drink voucher for 6 people (Coffee, Hot Chocolate, or Water)
- Snack voucher for 6 people (Mariposa Winter Village vendor of choice)

GROUP OF 8 ~ IGLOO RENTAL

\$600

- Igloo reserved for up to 8 people
- Ice skating tickets for 8 people
- Drink voucher for 8 people (Coffee, Hot Chocolate, or Water)
- Snack voucher for 8 people (Mariposa Winter Village vendor of choice)

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