

# FISHTOWNFREEZE REGISTRATIONFORM

**EVENT:** Ice Sculpture Festival on 2<sup>nd</sup> Saturday in December produced by Fishtown District

**CONCEPT:** Individual custom ice sculptures at 30-40+ neighborhood businesses, historically held live carves in several locations including Lutheran Settlement House and The Fillmore. Individual sculptures are pre-carved and delivered during the day and placed on the sidewalk in front of participating businesses. Base is a milk crate and a board or your own table if preferred and egress is maintained on the sidewalk. Delivery time depends on outdoor temperature. Business is responsible for removal of crate/board; live carve locations need easily accessible power, stanchion or barricade for safety purposes, and enough room for pedestrians to pass.

**AUDIENCE:** Families and holiday shoppers during the day, Frankford Hall also has Santa and draws a big crowd. Ability to add cocktail crawl at night if interest is sufficient. Allows for sponsorship ability. Can add things to it as we go i.e. scavenger hunt to encourage guests to see all of them, shopping promotion, holiday market, live carves, more kid stuff, more grown up stuff. Will also promote any participating business individual events/promotions happening that weekend.

**COST:** \$375\* for single pre-carved sculpture (\*small biz <5 employees rate: \$325).\*\*Ice Luge: \$10\*\*  
Optional double-sized sculpture: \$650, triple block size: \$900, 4 blocks: \$1,200, 5 blocks: \$1,450  
\*\*price for 4 and 5 block sizes include on-site live carving\*\*

**INCLUDES:** Custom pre-carved ice sculpture - 40" x 20" x 8" block(s) - or live for 4+ block sculptures, delivery and freezer truck, event marketing material creation, map for social media and day of to encourage guests to see all of the sculptures/businesses, FB event page and social media account creation and promotion (will need your help!), small social media ad budget, staff time, small light to place behind sculpture.

**SINGLE BLOCK EXAMPLE:**



**SCULPTURE DESIGN:** Please email your logo or photo with any descriptive notes to reneegilinger@gmail.com by November 11.

**PAYMENT:** Checks made payable to Fishtown Co must be mailed or delivered by November 11!!!

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**Fishtown Freeze Registration Form OR Sign Up Here:**

<https://fishtowndistrict.com/events/fishtown-freeze/>

Business/Organization Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Social Media Handles: \_\_\_\_\_

I would like: \_\_\_ Regular Sculpture (\$375 or <5 employees \$325) \_\_\_ Double (\$650) \_\_\_ Triple (\$900) \_\_\_ Sculpture with live carve: 4 (\$1,200) \_\_\_ 5 (\$1,450) \*Ice luge: add \$10

Amount Enclosed \$ \_\_\_\_\_ Please make checks payable to "Fishtown Co" and deliver to the BID office at 1509 N Front St Suite 1 or contact Kae or Renee for a check pick up.

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