

ICE FEST WEEKEND PROMOTION IDEAS



The 2024 Ice Fest Weekend was a huge success and will be returning in 2025! Join the 55 businesses that participated last year in the celebration from January 31 – February 2, 2025.

Reap the benefits of Ice Fest Weekend participation! Not only will your business be featured on NCSmokiesIceFest.com, our social media platforms, interactive map, and through media outreach, but you will also see a boost in business during a generally slower season. By getting involved and offering ice-themed menu items, hosting events, or featuring ice-themed products, you'll have the potential to attract more customers and generate more revenue. Join us and take advantage of this opportunity to make the most of the event and elevate your business!

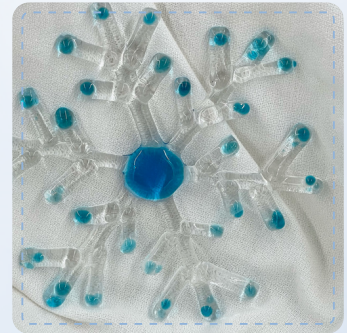


Need ideas?

- **Ice Menu:** Offer a special "Ice Fest" menu featuring cold starters, icy desserts like ice cream sammies, or winter-themed dishes.
- **Icy Drink Specials:** Special drinks or cocktails inspired by the festival, e.g., blue icicle cocktails, frosted mint mojitos, winter wonderland margaritas, themed beer flights, winter wine tastings.
- **Ice Festival Package:** Offer a package deal for the weekend, including tickets to the festival, a special room rate, and possibly transportation to/from the events.
- **Window Displays:** Ice or winter-themed window displays to tie into the festival.
- **Winter Merchandise:** Highlight or offer discounts on winter merchandise.
- **Live Demonstrations:** Host live demonstrations or workshops, e.g., ice jewelry making, ice-themed crafts, paint and sip nights.
- **Winter Markets:** Host a maker's market highlighting different local vendors.

Some successful promotion examples:

- **The Scotsman** – The restaurant offered menu items for Ice Fest Weekend including the 'Chilly' Cheeseburger, 'Chilly' Mac, 'Chilly' Cheese Fries, and 'Chilly' Cups. They also featured the Ice Fest Rum Punch.
- **Metzger's Burl Wood Gallery** – Held a Winter Arts Show Festival filled with Scandinavian delights! Served Nordic cookies, traditional dishes like lefse and lutefisk, and glogg. They also featured live music.
- **Bella Mountain Properties** – Included a handmade glass snowflake and Maggie Valley Ice Fest tickets with an Ice Fest Weekend stay.



Items to consider when creating a package/promotion:

- The more exciting, enticing, or exclusive the offer, the more traffic and exposure your business will get.
- Enticing doesn't always have to mean a larger discount—adding unique and exclusive experiences can have a significant impact.
- Avoid promotions tailored to a narrow audience.

Participation Deadlines:

For consideration to be included in **PR pitches** submit promotion/package by **July 15, 2024**.

For consideration to be included in **print materials** submit by **September 30, 2024**

To be included on **NCSmokiesIceFest.com** submit package/promotion by **December 2, 2024**.

Click the link below to submit the participation form.

[**JotForm Link**](#)