

WAFF

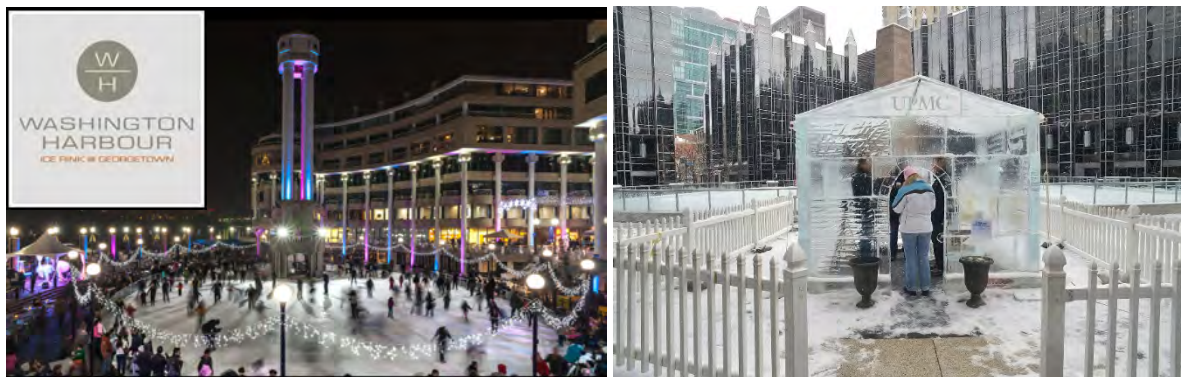
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Washington Area Fuel Fund (WAFF) Ice House January 18-20, 2018 Washington Harbour

At The Washington Harbour there is live entertainment, exquisite dining experiences, and outdoor fun for the whole family. During the cold-weather season, the fountain transforms into The Washington Harbour Ice Rink, open every day for public skating. At almost 12,000 square feet, it is the District's largest outdoor rink, and offers plenty of special activities for all ages every week.

Visitors can take in the nation's iconic scenery – watch the boats, see the views of the Kennedy Center, Watergate, Key Bridge, and across the water to Virginia. Surrounded by restaurants, offices, and luxury condominiums, dense foot traffic from locals and visitors alike.

This extremely visible and high traffic location is the host **for the inaugural WAFF Ice House in 2018**. The built-in traffic from employees from area businesses, families coming watch and skate at the Skate Rink, residents and tourists enjoying the restaurants, and attractions, all combine to deliver incredible exposure for the WAFF Ice House and the sponsors.



What is the WAFF Ice House?

Everyday thousands of Washington area families, because of unexpected financial and medical emergencies, are unable to afford heat for their homes. The WAFF Ice House brings the experience of a truly cold home to passersby via an 8-foot by 10-foot "house" built with nearly 100 building blocks of ice. Each 2-foot by 3-foot block is large enough to prominently display sponsor logos. The roof, a colorful canopy that fits on top of the ice walls, displays primary partner logos such as WGL, Warm Heart Title Sponsor and The Salvation Army. Complete with windows, doors, and an ice bench inside, the purpose of the WAFF Ice House is to walk people through the incredible challenges you feel when you cannot heat your home.

Promotion for the WAFF Ice House includes advertising with top-rated local news outlets (WTOP, The Washington Post, and NBC4), and a digital campaign to target local businesses and residents. A public relations campaign will promote the daily highlights of the Ice House. These daily events are interactive WAFF Ice House partnerships that the media can attend or that can be streamed online, allowing those who have already been to keep up with the fun, and others to donate even if they can't attend. (Donors will be rewarded for their generosity – they can receive free or discounted certificates to use at local restaurants and businesses. To make the donation process easier, a crowd funding site will be created for the donations.)

Ice House Features/Customized Partnership Opportunities

Celebrity WAFF Ice House

The WAFF Ice House will provide local politicians, media, athletes, faith-based clergy, CEO's, corporate sponsors, the opportunity to "sit" in the Ice House to communicate a visual connection to the needs of WAFF families. Each celebrity will spend 30 minutes in the WAFF Ice House and will ask their friends, peers, employees to help them raise the minimum ask.

Boss on Ice

Through a Social Media and PR campaign, local businesses can participate by donating and "volunteering" their boss to sit in the house with the stipulation that they help raise funds to get them out of ice. They can watch their boss on ice, and share their accomplishments as part of the promotion in the WAFF social media digital marketing campaign.

WAFF Washington Capitals Game Practice Raffle (Sporting Goods Retail)

This "money can't buy this" raffle prize will inspire parents to donate to WAFF through the WAFF Washington Capitals Game Practice Raffle. The winner will be able to have their child's team scrimmage during an intermission. This game will be complete with announcers, video screen coverage. Each member of the team will receive a signed hockey puck.

Warming Hut Sponsor-builders (Georgetown and Harbour Restaurants, Businesses)

Attendees will be able to warm themselves in the Warming Hut, treating themselves to a warm cup of hot chocolate and tasty snacks. The Warming Hut is the location for participants to gather before and after, to donate, enter raffles, and sweepstakes.

WAFF Ice in Ice Sweepstakes (Jewelry Retail)

Attendees will be able to enter to win a 1.5 carat diamond encased in an ice block in the WAFF Ice in Ice Sweepstakes by guessing when the diamond will fall out of the ice block. The ice block will be heated by changing warming lights, which will make the melting rate more of a mystery than a science. The person with the closest time without going over will win the diamond. Participants can get updates via digital media and live streaming.



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WAFF Snowball Game Sponsor (Travel Industry Partner)

Participants can purchase 3 snowballs for their chance to toss the snowball through a hole in the WAFF Snowman. With each successful toss their name is enter in to win a getaway trip to somewhere warm and sunny. Great way for a sponsor to promote their travel destination, airline, hotel, resort. This is a fun way to donate for attendees, \$5 suggested donation.



Your Hot Now and Selfie Photo Booth (Photo Opportunity Sponsorship)

Attendees will be able to have their photo taken by a heat-sensing camera in the Ice House. This photo will be something worthy of sharing on their social media and show how fast their body is losing heat in the WAFF Ice House. Attendees will be asked to make a suggested donation of \$10, their photo will be emailed to them.

