



**February 7-9, 2025**

BUSINESS  
OPPORTUNITIES



**City of Loveland**



## HEARTS AFIRE ABOUT THE EVENT

### EVENT HISTORY



Hearts Afire is a 3-day celebration that occurs in the City of Loveland in honor of Valentine's Day. The event features live entertainment, outdoor decorations, fire elements, and ice sculptures. Businesses throughout the city participate with weekend specials and love-inspired activities!

### YOUR SUPPORT NEEDED



The city has a limited events budget. We need your support to help the event grow and purchase additional ice. Help us make Hearts Afire the best ice festival in Greater Cincinnati!

### PROMOTE YOUR BRAND



Sponsoring an ice display is an excellent opportunity to promote your business and show your support for the Loveland community.

# HEARTS AFIRE BUSINESS PARTICIPATION

## Be Part of the Weekend Fun!

Local businesses are invited to participate by hosting weekend specials and love-inspired activities. The city manages the overall event promotion and hosts large activities to draw crowds — we simply invite businesses to support the event by participating in a unique way.

Maybe you want to offer a weekend discount, a menu special, host an open house, bring in live entertainment, offer a kids' craft, etc. Your activity can be on Friday, Saturday or Sunday (morning, noon, or evening), or all three days. You plan it, and we'll promote it! Your activity does not have to be free or complimentary.

### Examples

- Signature drink for the weekend
- Heart-shaped food
- Couples' activity
- Singles' activity
- Game night
- Poetry reading
- Chocolate tasting
- "Galentine" (Gal Pal) activity
- Live music
- Dancing
- Craft class
- Weekend discount
- Photo contest
- Valentine gift guide
- Gift with purchase
- Valentine making
- Craft class/activity
- Raffle/door prize
- Window display
- Caricature artist
- Charity date auction
- Face painting
- Photo booth
- Sweetheart dinner specials
- Speed dating
- Trivia night
- Movie night
- "We Love Our Customers" promo
- Open house

**RSVP with your activity by  
December 13 to be included  
in all marketing materials**

# HEARTS AFIRE ICE SCULPTURES

## Citywide Business Sculpture

A fan favorite of Hearts Afire is the **Ice Sculpture Tour**. In 2024, we had more than 30 business participate! Businesses can purchase an ice sculpture to be displayed Saturday, Feb. 8, 2025. The city will promote your sculpture/business as part of a walking tour. Your sculpture will be carved from a 300-pound block of ice and stand approx. 40 inches tall. It will be placed on a wooden stand outside your business.

### Business Sculpture

\$325

\*Additional fee for custom logos

#### BENEFITS:

- Opportunity to choose design customized to your business  
(i.e. *barber pole for barber shop*)
- Makes a great photo op and draws crowds to your door
- Promotion of company name on Ice Sculpture Tour Map, website & social media



If your business is not located downtown, you can still participate! Your sculpture will be placed at a location near the Bike Trail, and a sign will be placed with your company name.

Looking for something bigger? The possibilities are endless when it comes to ice! Larger displays and interactive sculptures are available at a higher price point. If you want to go "big," city staff can help coordinate a larger ice display. Contact [mclark@lovelandoh.gov](mailto:mclark@lovelandoh.gov).



# HEARTS AFIRE 2024: BY THE NUMBERS

**Average Visitors Per Day of Event: 6,297**

\*Based on city Wi-Fi network usage

**Ice Sculpture Tour Map Views: 39,934**

**Event Activity Map Views: 36,577**

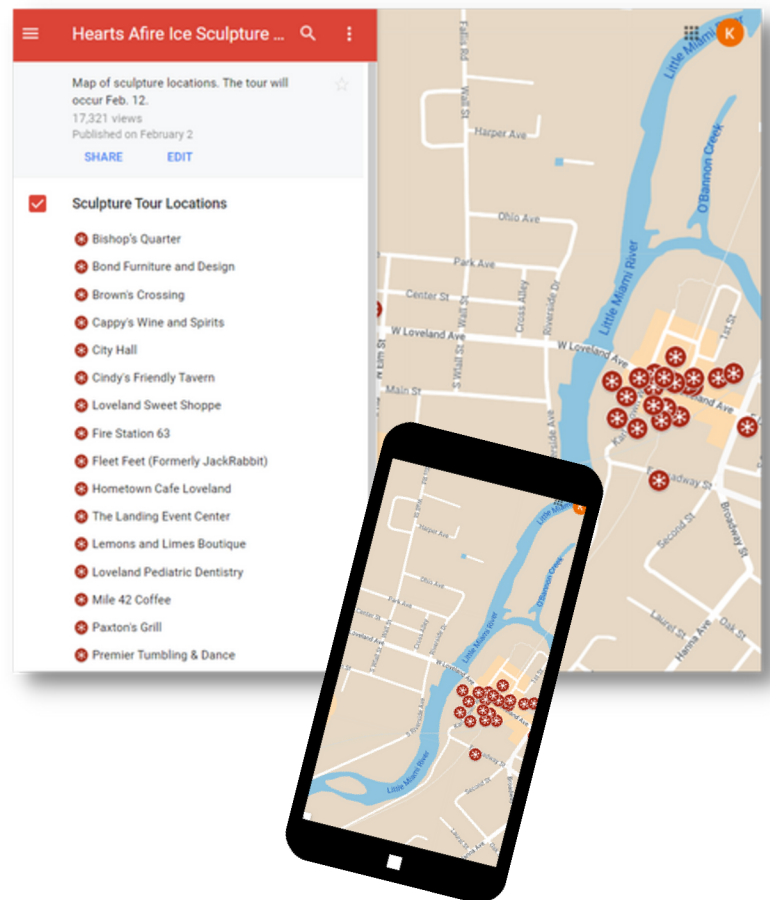
**Event Schedule Website Visits: 20,808**

## Media Coverage

WLWT - Channel 5  
WCPO - Channel 9  
WKRC - Channel 12  
WXIX - Channel 19  
WLW 700 - Radio  
B105, Q102 - Radio  
Cincinnati Enquirer  
Local Newspapers

## Promotion Tools

- Press Releases
- Signs/Banners
- Video
- E-blasts
- City Newsletter
- Paid Advertising
- Event Brochure
- Posters
- Event Calendars
- Social Media
- City Websites
- Media Coverage



**Wanting to reach Loveland residents & visitors?**

**Event sponsorship delivers brand awareness!**