

ARVADA FESTIVALS COMMISSION

2023 Sponsorship Proposal



Dear Community Partners,

The City of Arvada Festivals Commission (AFC) is excited to gear up and offer residents affordable community events for 2023! We are grateful that you are considering the Arvada Festivals Commission since we are one of many organizations to support in Arvada.

We invite you to partner with AFC to bring forth these amazing events. It is our belief that finding fun ways for people to connect helps create a more vibrant and flourishing community. Help us reach our goal of increasing community participation as either an annual sponsor or an event sponsor! Together we can make it happen!

If you are ready to join us as a 2023 Event Sponsor or Annual Sponsor, **please make a check out to City of Arvada and write "Festivals" in the memo.** If you would like to sponsor but do not see the right option for your organization, please see contact information below.

Sincerely,

Adelle & the Arvada Festivals Commission

Adelle Burton | Special Events Coordinator
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www.arvadafestivals.com
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SPONSORSHIP BENEFITS

The Arvada Festivals Commission is a significant community resource and presents family-oriented, multi-generational festivals and celebrations for the City of Arvada. We need the help of local businesses that are committed to keeping these quality events free for our citizens.

As businesses look to revitalize local economies, you have the opportunity, as part of your marketing strategy, to join our current annual and event Sponsors to help create celebrations that build community connections. You will gain a high value return on your investment through access to the following opportunities:

- Using a turnkey marketing package
- Targeting Arvada's market demographic
- Extending your company's marketing reach
- Leveraging your company's marketing resources through the Arvada Festivals Commission event promotions
- Associating with the Festivals Commission's
- well known and respected events
- Taking a business tax write-off

2023 PROPSAL

During the past 20 years, the Festivals Commission has presented over 115 community events that attract between 30,000 - 65,000 people annually. We invite you to be a part of continuing that tradition through your support of our 2023 events.

The following information outlines annual versus event sponsorship.



2023 ANNUAL SPONSORSHIP



ANNUAL SPONSORSHIP BENEFITS

GOLD
(\$2,000)

SILVER
(\$1,500)

BRONZE
(\$850)

COMPANY BRANDING

Logo on all event posters, sponsor banner, flyers, and print materials

YES

YES

YES

One 10x10 booth at WinterFest, Kite Festival, Arvada on Tap and Arvada Days

YES

YES

YES

NEW! Individual banner for Kite Festival and July 4 to be hung on fencing facing 58th Avenue

YES

-

-

Individual event banner: Sponsor to provide

YES

YES

-

PA announcements at events

YES

YES

-

Onstage spotlight at WinterFest, Kite Festival, Arvada on Tap and Arvada Days

YES

-

-

DIGITAL MARKETING

Social media (event specific) posts "Thank You to our Sponsors"

YES

YES

YES

Feature Facebook posts on the @ArvadaFestivals page w/ logo

QUARTERLY

BI-ANNUALLY

ANNUALLY

Company logo & link on AFC website www.arvadafestivals.com

YES

YES

YES

STAFF RECOGNITION OPPORTUNITIES

Complimentary tickets to Arvada on Tap

6

4

2

2023 EVENT SPONSORSHIP

Interested in sponsoring a specific event? Event sponsorships start at \$1,000.

WinterFest - Feb. 25, 2023 - McIlvoy Park, Arvada

Kite Festival - Apr. 16, 2023 - Stenger Field

Arvada on Tap - TBD June 2023 - Ralston Park Addition

Arvada Days - TBD Aug 2023 - Clear Creek Valley

Movies Around Town - Spring/Summer 2023

We also accept in-kind sponsorships!



(30' W x 70' L x 21' H)

This is the main festival tent for guests at each large event (i.e. Kids Zone activities, Beer Garden, Guest seating and eating, or a variety of other options). This tent will have high visibility and marketing outreach to attendees on event day.

EVENT SPONSORSHIP BENEFITS

- Logo on posters and flyers (provided logo is received at least 8 weeks prior to event)
- Event PA announcements
- 10' x 10' tent space or a space under the large tent (provided there is additional space)
- Branded area under main festival tent or other area of the event. Sponsor to provide signage/banners.

For extra advertising and customer interaction, add an Event Sponsorship onto your Annual Sponsorship

Arvada WINTERFEST

Culture Art Entertainment

WinterFest has a wonderful cultural ambiance, diverse entertainment, cold beers, and vendors galore.

Attendees especially enjoy watching furry friends walk around the park in their ugliest sweaters. Kids participate in various activities to include painting on two large canvases.



EXPECTED ANNUAL ATTENDENCE ~5,000



This event is for seniors 90+ years old, plus a guest, who enjoy a festive, social atmosphere. Over the years, we have had a fantastic turnout with about 130 guests. Formally dressed seniors enjoy complimentary tea, sandwiches, desserts and live music! Small gifts are given to each senior donated by local merchants.

EXPECTED ANNUAL ATTENDENCE ~200

Arvada

Kite Festival



Presented by the Arvada Festivals Commission



The estimated attendance of 15,000 seems to go up every year! The crowd has room to spread out as the sky becomes speckled with color.

Add in music, vendors and food trucks and you are describing an event that undeniably has become an Arvada tradition!

EXPECTED ANNUAL ATTENDANCE ~15,000



The Amateur BBQ competition is always a huge hit with competitors and guests. We will be growing this portion of the event and hope to make it even better in 2023! The participants sample beer and BBQ while the live music keeps everyone smiling and dancing.

EXPECTED ANNUAL ATTENDANCE ~1,500

MOVIES AROUND TOWN



Movies Around Town events show a movie on our giant inflatable movie screen at various Arvada parks throughout the summer.

Before each movie, live music entertains the crowd and a food truck is never too far away.

EXPECTED ANNUAL ATTENDANCE ~300/MOVIE



A family friendly event that includes train rides, face painting, magic shows and a beer garden fundraiser for the adults! Arvada Days is large and lively with rows of craft vendors to greet the crowds.

EXPECTED ANNUAL ATTENDANCE ~5,000