

Arvada Festivals Commission



2019 Sponsorship Package

Arvada Festivals Commission
8101 Ralston Rd.
Arvada, CO 80002
Contact: Brenda Berg: Brenda@Arvada.org:
720-898-7403

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The Arvada Festivals Commission (AFC) was established by the Arvada City Council in 2000 with a membership of twenty community volunteers.

The mission of the Arvada Festivals Commission is to sponsor, coordinate, plan and work with community-based organizations to produce festivals for community-wide celebration and also regularly develop new events for the City and citizens of Arvada.

Festivals Commission events are diverse, family-oriented and multi-generational. Many of these events are partnerships with community-based, non-profit organizations and leverage the Commission's efforts to produce community events.

The City of Arvada Festivals Commission produces multiple festivals each year! Family fun and free activities are the hallmarks of these events. Participants fly kites, enjoy spirited fun, celebrate America's Independence, eat some great BBQ and drink different ales, pales, and more, learn about Arvada's rich history in gold and the late 1800's, sample Colorado wines for a good cause, and drink tea with our wise elders. These events sow the seeds of fun and reap the bounty of exuberant participation with all who join in the celebrations!

Thank you for being an active part in the Arvada community and the Festivals Commission.

2019

Annual Sponsorship Benefits:

The Arvada Festivals Commission is a significant community resource, presents family-oriented festivals and celebrations for the city of Arvada. We need the help of local businesses that are committed to the quality of life in our city.

As businesses look to revitalize local economies, you have the opportunity, as part of your marketing strategy, to join our current annual sponsors and new business 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 community celebrations, and
- Taking a business tax write-off

During the past 16 years, the Festivals Commission has presented over 90 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 community events.

2019 Proposal

The following information outlines our 2019 Festivals, the updated Sponsorship packages, with a NEW event branding opportunity, and a NEW sponsorship recognition event for our Silver and Gold sponsors.

Please review and contact us if you have any questions.

Brenda Berg: Brenda@Arvada.org : 720-898-7403

2019 Annual Sponsorship					
Annual Sponsorship benefits	GOLD (\$2000)	Silver (\$1500)	Bronze (\$750)		
Company Branding					
Logo on all event banners, flyers, and print materials	Yes	Yes	Yes		
One 10x10 booth at WinterFest, Kite, Arvada on Tap and Arvada Days	Yes	Yes	Yes		
Individual Event Banner: Sponsor to Provide	Yes	Yes	-		These will be hung at the event location.
PA announcements at events	Yes	Yes	-		DJ will make "Thank You to our Sponsors" announcements
On stage spotlight at WinterFest, Kite, Arvada on Tap and Arvada Days	Yes				You may have 1 minute segments on stage to announce information at each event. This is in addition to the PA announcements the DJ will make throughout the day.
Digital Marketing					
Social media (event specific) posts	Yes	Yes	Yes		These posts are " Thank you to our Sponsors" specific to each event as we market them.
Feature Facebook (AFC) posts	Quarterly	Bi-Annually	Annually		These posts will feature you, your logo, weblinks, and info. on our main Facebook page Arvada Festivals Commission.
Company link on AFC website	Yes	Yes	-	NEW	You will have a logo on our website with an active link that will take guests directly to your webpage.
Staff Recognition Opportunities					
Complimentary Tickets to Arvada on Tap	6	4	2		The entry wristbands are for all you can sample beer + entrance to the event. You must be 21+,
Arvada Days - TBD	TBD	TBD	TBD		We're determining the date, location, and format of this event for 2019. We will provide an update as soon as this has been solidified.
Independence Day V.I.P. Event	Yes	Yes	-	NEW	Gold and Silver Sponsor recognition event. Details on page 19.

Additional Event Sponsorship Opportunity



30' W x 70'L x 21'H

If you would like to brand our new festival tent for a specific event you can add this on to your annual sponsorship package.

- WinterFest: Feb. 23, 2019, McIlvoy Park, Arvada : \$500
- Kite Festival: Apr. 7th. 2019, Stenger Field : \$1000
- Arvada on Tap: June 22, 2019, Ralston Park Addition : \$1000
- Arvada Days: TBD (Aug./Sept.): Clear Creek Valley : \$500

You will provide your own signage/ banners to brand the tent. This will be the main festival tent for guests at each event (i.e. Beer Gardens at Arvada on Tap, KidZone activities at Kite, Guest seating and eating at Arvada Days, or a variety of other options). This tent will have high visibility and marketing outreach to all attendees leading up to and on event day.

Additional Opportunity for Arvada on Tap only:

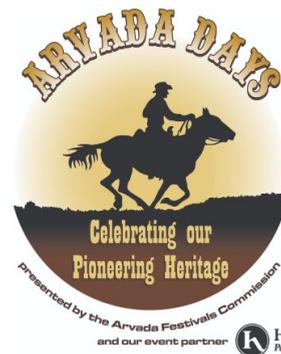
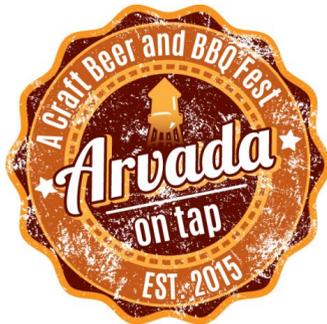
KID ZONE: Arvada on Tap only: KZ Sponsorship includes a 10x10 tent at AOT	\$500			Branded area of Kid Zone at the event. You can hang banners and market your area as needed.
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A huge THANK YOU to our **2018 Annual** sponsors, who support every single event, Sooper Credit Union, AlphaGraphics, Colorado Community Media, CertaPro Painters, Sportline, Westerra Credit Union, Personal Benefit Services, Global Travel Network, Val-U-Ads, Arvada Rent-Alls, RedFin, Jake's Toy Box, and Home Advisor!!! Without your support of Arvada Festivals Commission, and the City of Arvada, we could not make these events so wonderful and open to our entire community. Thank you for your continued support and we are looking forward to the 2019 season and seeing you at the next event.



The following pages (8-18) show each festival held in 2018 with data from the marketing outreach and highlights from each festival. These highlights will also give you an idea of what to expect for the upcoming festivals for 2019.

As an annual sponsor your investment helps support each of these festivals, and continues to help us grow and improve these events each year.



and our event partner  HYLAND HILLS
Park & Recreation District



2018 AFC Reach



Reach: 11,190
Engage: 802



Engage: 2032

Event Overview

The inaugural WinterFest was a success. Many attendees came out to celebrate in the snow. This first year was a cultural celebration and featured some wonderful entertainment like the Russian Youth Choir, Peruvian dancers, Native American dancers, and Martial Arts performances. There was a kids obstacle course and a passport program that encouraged guests to visit vendor booths. We had fire pits and a large tent for warming with free popcorn for guests! There was a beautiful global flag display around the gazebo where the performances were held. We had a great turnout for our first year of WinterFest and look forward to bringing it back in February, 2019.



Estimated Attendees

Volunteers: 27
Vendors: 34
Guests: ~1600

Event Highlights

The Cultural performances and crowd participation was a fantastic component of winterfest and was the highlight of the day! We look forward to continuing to bring fun and culture in the winter months to the Arvada community.

Thank you

Thank you to our community partners that brought some amazing cultural entertainment to our first ever WinterFest. Sister Cities had a wonderful dragon costume display and performances by some wonderful Peruvian Dancers. The Russian Youth Choir performed an instrumental piece and a Native American Tribe performed a ceremonial dance. There was also an interactive Martial Arts demonstration that got the crowd involved. There was lots of fun and laughter by all.





2018 AFC Reach

- Arvada Report: Reaching ~56,000 households
- Arvada Press: Reaching ~24,000 households.

There is a direct mailing to seniors and assisted living homes in Arvada. We do not do a social media campaign for this event.

Estimated Attendees

Volunteers: 10
Vendors: 2
Guests: ~130

Event Overview

This is a complimentary event for seniors, 90 years and older, plus a guest. This year we had a fantastic turnout with about 130 guests. Dressed up seniors enjoyed complimentary tea, sandwiches, fruit, desserts and other fun treats. Live music was performed by an amazing Frank Sinatra impersonator. The Highlight of the afternoon was Frank singing to each table and taking requests. Small gifts were given to each senior provided by Arvada Smile Dentistry and Connect Hearing.

Overall it was a great event, the room was filled with smiles and laughter and the seniors really enjoyed it!



Event Highlights

There was a theme this year, and Frank Sinatra (impersonator) performed! He was wonderful, and the seniors absolutely adored him.

Thank you

A huge THANK YOU to our **Event** sponsors; Arvada Smiles Dentistry and Connect Hearing



ARVADA SMILES
DENTISTRY

Connect Hearing





Event Overview

Soaring, Colorful and Majestic Kites! It was a windy year, great for flying kites as we welcomed spring! The festival opened with a flag ceremony and pledge of allegiance from a local boy scout troop. There was a live band that played throughout the day, and demonstrations by the Rocky Mountain Kite Club. We offered kite making classes at Majestic View Nature Center prior to event day, and it was a success. Many kids came out to make their own kites to fly at the festival. This year we added the NEW community canvas and guests painted their favorite colors on a massive canvas to be displayed at City Hall in 2019. We added to the massive kid zone area with a planting project with Home Depot, and Mad Science demonstrations.

2018 AFC Reach



Reach: 21,500
Engage: 1,800



Engage: 8,503



Estimated Attendees

Volunteers: 20
Vendors: 69
Guests: ~18,000

Event Highlights

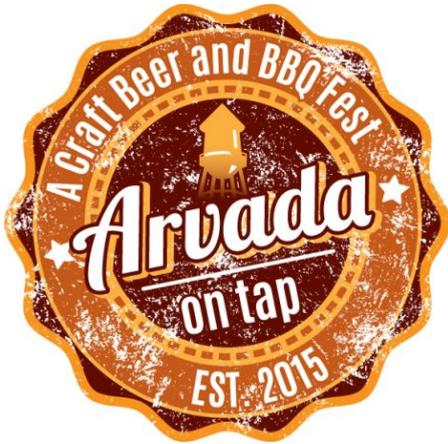
The community canvas was a big hit, and we will continue to add to it at remaining 2018 festivals. The bigger kid zone area was big success with all the bouncy houses and the addition of Mad Science.

Thank you

A huge THANK YOU to our **Event** sponsors; Rocky Mountain Flag & Kite Co., and Sky Zone Trampoline Park!







2018 AFC Reach



Reach: 13,700
Engage: 759



Engage: 7,005

Event Overview

Twenty Seven local Breweries came to pour libations and educate the population about craft beer, mead and ciders. There were 60 homebrew entries received, in six different categories. First, second and third place winners were awarded in each category. We had five teams of Amateur BBQ contestants prepare samples for our NEW Amateur BBQ competition. Guests sampled and voted on a people's choice BBQ award. Great music was performed by local bands Whiskey Road and Nothing but 90s. There was a bigger KidZone area this year with five attractions and adult yard games in the beer gardens area. Our entry fees were changed to a one time, all you can sample, price and it was a success. We raised \$17,702.87 for our non-profit community partners!



Estimated Attendees

Volunteers: 75
Vendors: 49
Guests: ~1600

Event Highlights

The Amateur BBQ competition was a huge hit with competitors and guest. We will be bringing this back for 2019 and making it bigger. The beer was selection and sampling is always the favorite at this event, and the new layout and structure was very successful.

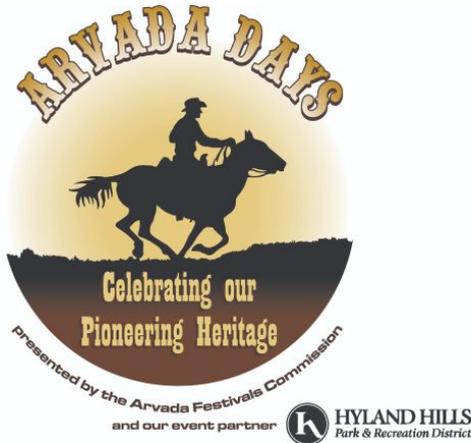
Thank you

A huge THANK YOU to our **Event** sponsors; ACE Hardware, OnTap Credit Union, AppleJack Liquor, Breckenridge Grand Vacations, SAM's Club, Centura Health, LifeTime Windows and Fuzzy's Tacos!

Arvada on Tap Non-Profit Community Partners







Event Overview

Arvada Days took us back in time to the mid-1800s and celebrated the rich history of Arvada during the gold mining and pioneer days. There were re-enactors, an Annie Oakley shoot out, an authentic Lakota Tribe teepee, rock and mineral mining, our first Colorado Vintage baseball game, plus some wonderful kids activities that included; pony rides, calf roping (hay bales), a fishing derby with a huge turnout, and many yard games for both adults and kids. The farm-to-table dinner was beautiful and delicious, and we had an amazing string band play music throughout the day. Overall, it was a wonderful day! The attendance was smaller than expected, but we feel the time of year needs to be re-evaluated for 2019.

2018 AFC Reach

 Reach: 13,752
Engage: 566

 Engage: 8,101



Estimated Attendees

Volunteers: 45
Vendors: 34
Guests: ~500

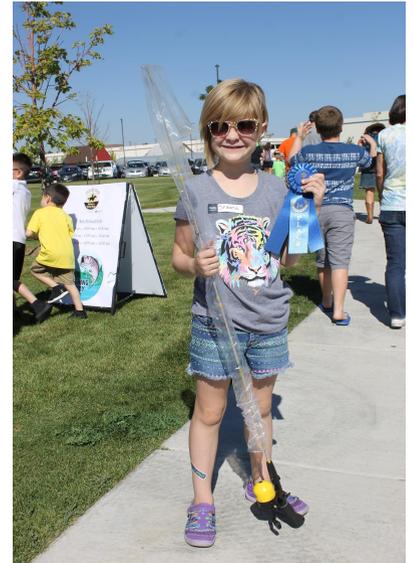
Event Highlights

The Vintage baseball game was a great addition to this event. We even had city council members join the Arvada Miners team, and we were demolished by the Colorado Vintage Baseball Association team! So much fun was had by all players and spectators!

Thank you!

A huge THANK YOU to our **Event** sponsors; Hyland Hills Park, Texas Roadhouse, Hunter Bay Coffee, School House, Great Harvest Bread Company, and Dunkin Donuts!!!







***V.I.P. Sponsor Event
July 4th, 2019
7:00 pm - 10:00 pm
Stenger Soccer Field
RSVP required***

Thank You Sponsors!

Silver and Gold level sponsors are invited to attend the Independence Day celebration at Stenger Field. There will be a reserved viewing area for you and your family members to enjoy the fireworks display. You will also have reserved parking and complimentary food and drinks.

This event was created to thank our sponsors for their continued support of the Arvada Festivals Commission. It is a small token of our appreciation to recognize your community involvement and support.

**We hope you will join us to celebrate
Independence Day 2019!**



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Thank you for considering Arvada Festivals Commission in your 2019 community support. We know there are many great organizations to support in Arvada and we are grateful that we are on your list.

If you are ready to join our 2019 annual sponsors as a Gold, Silver or Bronze sponsor, you may visit the website and pay directly on-line using a credit card.

Arvada Festivals Commission Sponsor link:

<http://arvadafestivals.com/for-sponsors/>

If you would like to send a check: Please email Brenda Berg to arrange payment at: Brenda@arvada.org

Thank you again for your support and if you have any questions or comments please feel free to reach out to Brenda Berg at (720) 898-7403. We look forward to working with you in 2019!

With Gratitude,

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