

# ARVADA FESTIVALS COMMISSION

2021 SPONSORSHIP  
PACKAGE





## HISTORY

The Arvada Festivals Commission (AFC) was established by the Arvada City Council in 2000 and has a membership of twenty-five volunteer board members.

## OUR EVENTS

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.



## MISSION

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.

## ABOUT

The City of Arvada Festivals Commission produces a variety of 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, drink different ales, celebrate Arvada's old-fashioned heritage, 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!

## 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

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 2021 events.

## 2021 PROPSAL

The following information outlines our 2021 Festivals, and the Annual versus Event Sponsorship opportunities.

Please review and contact us if you have any questions.

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# 2021 ANNUAL SPONSORSHIP

<b>ANNUAL SPONSORSHIP BENEFITS</b>	<b>GOLD (\$2,000)</b>	<b>SILVER (\$1,500)</b>	<b>BRONZE (\$750)</b>	
<b>COMPANY BRANDING</b>				
Logo on all event banners, sponsor banner, flyers, and print materials	<b>YES</b>	<b>YES</b>	<b>YES</b>	Logos must be received by Jan. 1 for sponsor banner, and least 8 weeks prior to all events.
One 10x10 booth at WinterFest, Kite Festival, Arvada on Tap and Arvada Days	<b>YES</b>	<b>YES</b>	<b>YES</b>	
NEW! Individual banner for Kite Festival and July 4 to be hung on fencing facing 58th Avenue	<b>YES</b>	-	-	Business to provide banner.
Individual Event Banner: Sponsor to provide	<b>YES</b>	<b>YES</b>	-	Sponsor to provide. These will be hung within the event area or at your booth.
PA announcements at events	<b>YES</b>	<b>YES</b>	-	DJ will make "Thank you to our Sponsors" announcements.
Onstage spotlight at WinterFest, Kite Festival, Arvada on Tap and Arvada Days	<b>YES</b>	-	-	In addition to the PA announcements, you may have 1 min. onstage to announce info. at each event.
<b>DIGITAL MARKETING</b>				
Social media (event specific) posts	<b>YES</b>	<b>YES</b>	<b>YES</b>	These posts are "Thank you to our Sponsors" specific to each event as we market them.
Feature Facebook posts on the @ArvadaFestivals page	<b>QUARTERLY</b>	<b>BI-ANNUALLY</b>	<b>ANNUALLY</b>	These posts will feature your logo, weblinks, and info. on our main Facebook page @ArvadaFestivals
Company logo & link on AFC website <a href="http://www.arvadafestivals.com">www.arvadafestivals.com</a>	<b>YES</b>	<b>YES</b>	<b>YES</b>	Logo on our website with an active link that will take guests directly to your webpage.
<b>STAFF RECOGNITION OPPORTUNITIES</b>				
Complimentary tickets to Arvada on Tap	<b>6</b>	<b>4</b>	<b>2</b>	Wristbands are for entrance into event & all you can sample beer. *Must be of age 21+
Independence Day VIP Event	<b>8</b>	<b>4</b>	-	Gold & Silver Sponsor recognition event. Details on page 19.

# 2021 EVENT SPONSORSHIP

## EVENT SPONSORSHIP OPPORTUNITIES

WinterFest - Feb. 20, 2021 - McIlvroy Park, Arvada - \$1000  
Kite Festival - Apr. 11 2021 - Stenger Field - \$1000  
Arvada on Tap - Jun. 26, 2021 - Ralston Park Addition - \$1000  
Arvada Days - TBD Aug/Sept 2021 - Clear Creek Valley - \$1000  
Movies Around Town - Spring/Summer 2021 - Various Locations - \$1,000

Ask about other Event Sponsorships!



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

This will be 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

### COMPANY BRANDING

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 (see photo), or other area of the event. Sponsor to provide any signage/banners.

**FOR EXTRA ADVERTISING AND CUSTOMER INTERACTION, ADD AN EVENT SPONSORSHIP ONTO YOUR ANNUAL SPONSORSHIP**

## COVID-19 AND EVENT CANCELLATIONS

The challenges we've seen in 2020 due to COVID-19 will not be void in 2021. Arvada Festivals Commission is committed to providing safe and quality events to the community and will continue to adhere to all COVID-19 guidelines and restrictions. There is a possibility that some 2021 events may be cancelled, or they might just not look the same as years past.

We hope to work with you to adjust to these changes if or when they arrive. Your continued support helps us to bring some joy to Arvada in a time when we need it the most.

### EVENT CANCELLATION POLICY

***If events are cancelled due to COVID-19, 2021 Annual Sponsors may receive a maximum refund of 75% of their total Sponsorship. The refunds will be applied as followed:***

	GOLD (\$2,000)	SILVER (\$1,500)	BRONZE (\$750)
REFUND PER EVENT: WINTERFEST, KITE FEST, ARVADA ON TAP, ARVADA DAYS	\$375	\$281.25	\$140.50
MAXIMUM REFUND	\$1,500	\$1,125	\$562

# THANK YOU TO OUR 2020/2019 ANNUAL SPONSORS

A huge THANK YOU to our 2020/2019 Annual Sponsors who support every single event: **Arvada Rent-Alls, Sooper Credit Union, Personal Benefit Services, Sportline Team Sports, AlphaGraphics, Colorado Community Media, Val-U-Ads, Ameritech Construction, Colorado Structural Repair, Farmers Insurance - Rex Ready Agency, U.S. Air Force, Gotcha Photography, CareNow Urgent Care, Colorado Krav Maga, Power Home Remodeling, and On Tap Credit Union.** 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. We are looking forward to the 2021 season and seeing you in person at an event (hopefully) soon!



## 2020/2019 EVENTS

The following pages show each event and festival held in 2020/2019 with data from the marketing outreach and highlights from each event. These highlights will also give you an idea of what might be expected for the upcoming events and festivals in 2021. ***It is important to note that some of these events and festivals may not occur in the same format as past years due to potential restrictions from COVID-19.*** Regardless, as a Sponsor your investment helps support each of these events and festivals, and continues to help us grow and improve them each year.





# 2020 FESTIVALS & EVENTS

## Arvada WINTERFEST

Culture Art Entertainment

### 2020 AFC MARKETING



Reach: 144,900  
Engage: 7,400



Engage: 2,405

Val-U-Ads: 40,000+

Channel 8: KATV

Channel 9: Colorado & Company

Channel 2: Event day

Arvada Report: Reaching ~56,000 households

Arvada Press: Reaching ~24,000 households

8 Bus Shelters

### ESTIMATED ATTENDEES

Volunteers: 35

Sponsors: 3

Vendors: 62

Guests: ~4,500

### EVENT OVERVIEW

This year's WinterFest was a huge success with a record breaking number of vendors and attendees. Arvadans dressed their pets in ugly sweaters and paraded them around McIlvoy Park while soaking up the unexpected beautiful weather. The day started off with a Polka Band and ended with a fantastic finale from the Colorado Asian Cultural Heritage. Attendees enjoyed snowglobe dancers, hula hoopers, fire dancers, and even Olaf made an appearance! Ice sculptor, Ian Kunter, battled the sun and made ice into art.

Attendees quenched their thirst with a Beer Garden courtesy of Olde Town, enjoyed free sleigh rides around town, and watched demos from local artists. WinterFest was a great way to kick off the year!



### EVENT HIGHLIGHTS

Beautiful weather, cold beers, diverse entertainment, and vendors galore were all highlights for this year's WinterFest. Attendees especially enjoyed watching furry friends walk around the park in their ugliest sweaters. Kids also loved the necklace making and origami activities!

## THANK YOU

A huge THANK YOU to our Event Sponsors: Natural Grocers and Paws 'N' Play.



# 2020 FESTIVALS & EVENTS

## Arvada **WINTERFEST** Culture Art Entertainment



# 2020 FESTIVALS & EVENTS



## EVENT OVERVIEW

Movies Around Town was originally planned to kick-off Spring 2020 but with COVID-19, AFC made the safe decision to cancel. When drive-ins were given the 'OK' by Governor Polis, Arvada Festivals Commission wasted no time and quickly transformed Movies Around Town into Drive-In Movie Night. For three nights, attendees enjoyed Scrumptious ice cream and played trivia while the sun set at Stenger Soccer Complex. When the sun went down, movies like *The Goonies* and *Footloose* projected onto a 20-foot movie screen.

A few weeks later when restrictions relaxed, AFC worked hard to bring socially distant Movies Around Town. With spray painted circles in the grass, controlled capacity, goody bags, masks, and lots of hand sanitizer among other COVID-19 protocols, Movies Around Town launched successfully and safely. The soundtrack of *Spiderman: Into the Spider-Verse* blasted at Robby Ferrufino Park, kids laughed and sang along to *Moana* at Wolff Park, and there was no crying at Hackberry Park while locals enjoyed *A League of Their Own*.



## 2020 AFC MARKETING

 Reach: 23,211  
Engage: 1,960

 Nextdoor Engage: 150

*This marketing was for the Movies Around Town series & the Drive-In Movie Nights.*

## EVENT HIGHLIGHTS

Attendees were so grateful to have safe and fun events available to them in the middle of this pandemic. Some favorites included ice cream from the Scrumptious truck, a mix of throwback and current movies, a variety of Arvada Parks, and awesome goody bags. There were many thanks from attendees who enjoyed some much needed time out of the house.

## THANK YOU

A huge THANK YOU to our Event Sponsors; CareNow Urgent Care and Early College of Arvada.



# 2020 FESTIVALS & EVENTS



# 2019 FESTIVALS & EVENTS



## EVENT OVERVIEW

This is a complimentary event for seniors, 90+ years young, 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 the Vintage Trio that fit in with the Hollywood theme this year. Small gifts were given to each senior provided by Arvada Smile Dentistry, Connect Hearing, and InnovAge.

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

## 2019 AFC MARKETING

- **Arvada Report: reaching ~56,000 households**

There is a direct mailing to assisted living homes in Arvada. We do not do a social media campaign for this event. Arvada Community Media was present and published an article about the event.



## ESTIMATED ATTENDEES

Volunteers: 10  
Sponsors: 3  
Guests: ~130

## EVENT HIGHLIGHTS

The red carpet was rolled out and photos were taken of the honored guests. An award ceremony and trophies given to; the eldest, one with most grandchildren and great grandchildren, and the guest who has lived in Arvada the longest.

## THANK YOU

A huge THANK YOU to our Event Sponsors; Arvada Smiles Dentistry, Connect Hearing and InnovAge.



ARVADA SMILES  
DENTISTRY



# 2019 FESTIVALS & EVENTS



# 2019 FESTIVALS & EVENTS



## EVENT OVERVIEW

Soaring, colorful and majestic kites! It was a perfect day as we welcomed spring! The festival opened with a flag ceremony and pledge of allegiance from a local boy scout troop. There was a Dj providing music throughout the day and demonstrations by the Rocky Mountain Kite Club. Kite making classes were offered 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 two big blue tents which added to the excitement. Many of the Kids Zone activities were placed under one tent - thank you to Credit Union of Colorado! We added even more activities to the massive Kids Zone area with a planting project from Home Depot, Mad Science demonstrations and face painters.

## 2019 AFC MARKETING

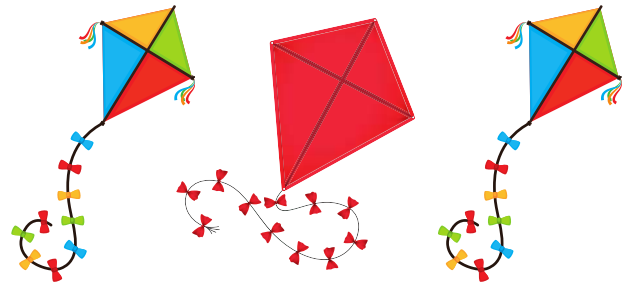


Reach: 68,500  
Engage: 1,800



Engage: 4,405

Val-U-Ads: 40,000+  
Channel 8: KATV  
Channel 9: Colorado & Company  
Channel 2: Event day  
Arvada Report: Reaching ~56,000 households  
Arvada Press: Reaching ~24,000 households



## ESTIMATED ATTENDEES

Volunteers: 42  
Sponsors: 62  
Guests: ~25,000

## EVENT HIGHLIGHTS

We surpassed all other attendance records with an estimated attendance of ~25,000! The weather was perfect and the crowd was large! Tables and chairs were provided by the food trucks, which was an addition this year.

## THANK YOU

A huge THANK YOU to our Event Sponsors: Credit Union of Colorado for sponsoring the Kids Zone, Vitamin Cottage for providing the Kids Snack Station, and Green Leaf Massage Sports Recovery for adding an additional bouncy house to the Kids Zone.

# 2019 FESTIVALS & EVENTS

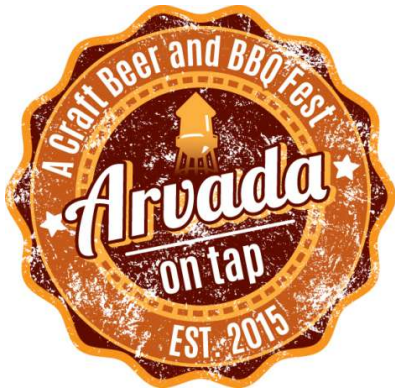
## Arvada Kite Festival

Presented by the Arvada Festivals Commission





# 2019 FESTIVALS & EVENTS



## 2019 AFC MARKETING



Reach: 13,700  
Engage: 759



Engage: 5,317

Val-U-Ads: 40,000+

Channel 8: KATV

Channel 9: Colorado & Company

Channel 2: Event day

Arvada Report: Reaching ~56,000 households

Arvada Press: Reaching ~24,000 households

## ESTIMATED ATTENDEES

Volunteers: 70

Breweries: 20

Vendors: 52

Guests: ~775

## EVENT OVERVIEW

Twenty local Breweries came to pour libations and educate the population about craft beer, mead and ciders. We had three teams of Amateur BBQ contestants prepare samples for our Amateur BBQ competition. Guests sampled and voted on a people's choice BBQ award. Great music was performed by local 90s bands Just a Girl, Ledbetter, and Stereo Clone. There was a Kids Zone area and adult yard games in the Beer Garden. New for 2019 was a VIP package that included unlimited tastings, a t-shirt and other perks including early admission. We raised \$19,816 for our non-profit community partners!



## EVENT HIGHLIGHTS

The Amateur BBQ competition was a huge hit with competitors and guests. We will be bringing this back for 2020 and making it even better. The beer selection and sampling is always a favorite at this event, and the new VIP options along with the unlimited tasting structure was very successful.

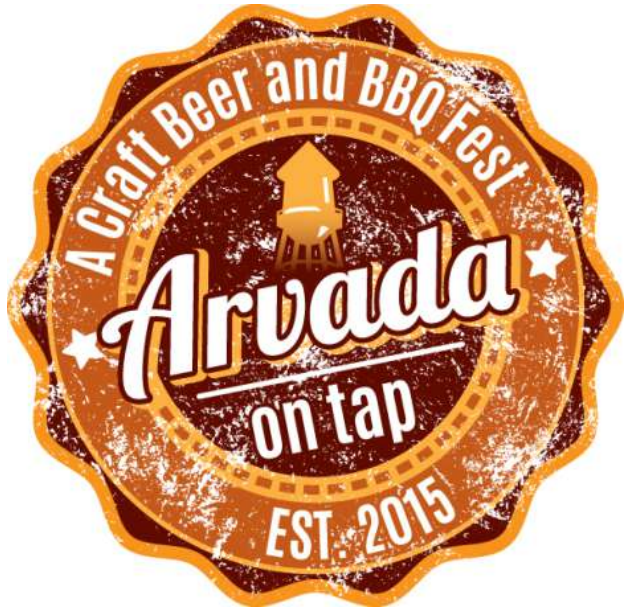
## THANK YOU

A huge THANK YOU to our Event Sponsors; ACE Hardware at Westwoods, Target, Centura Health, On Tap Credit Union, Arvada Rent-Alls, Sportline, and Fuzzy's Tacos!

Arvada on Tap Non-Profit Community Partners



# 2019 FESTIVALS & EVENTS



# 2019 FESTIVALS & EVENTS



## 2019 AFC MARKETING

 Reach: 4,820  
Engage: 246

 Nextdoor Engage: 5,668

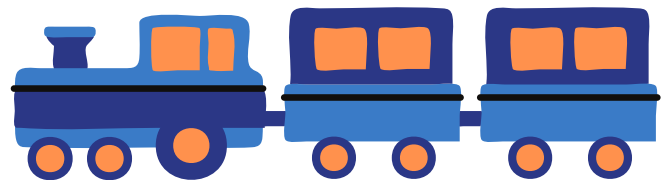
Val-U-Ads: 40,000+  
Channel 8: KATV  
Channel 9: Colorado & Company Channel  
2: Event day  
Kids Out and About  
8 Bus Shelters  
Colorado Community Media  
Arvada Report: Reaching ~56,000 households  
Arvada Press: Reaching ~24,000 households

## ESTIMATED ATTENDEES

Volunteers: 41  
Vendors: 73  
Guests: ~5,000

## EVENT OVERVIEW

Arvada Days took us back in time to the old-fashioned family fun! A trackless train gave hundreds of kids rides, the pony rides never stopped and the old-fashioned carnival games (made by our own volunteers!) hit a home run! Live music was provided by Hilltop Harvest Band and a Dj played great music the rest of the time. There were Dutch oven demonstrations with samples given to the public as well as a Dutch oven cook-off. This year a beer garden was added which all proceeds went to Hope House. Over \$1,600 was raised selling beer. Also provided was a petting zoo, a kids bubble station making all sizes of bubbles, and gold panning.



## EVENT HIGHLIGHTS

Five Dutch oven teams prepared 11 dishes - two youth teams and three adult teams. Over 80 kids tried to get the biggest fish to win a trophy and fishing pole. Attendees enjoyed free ice cream and also enjoyed the Beer Garden that helped raise over \$1,600 for our community partner, Hope House of Colorado.

## THANK YOU

A huge THANK YOU to our Event Sponsors: Hyland Hills Park and Recreation District, Avery Brewing for the Beer Garden, Credit Union of Colorado for providing the free train rides and Texas Roadhouse for providing free peanuts.

Arvada Days Community Partner



# 2019 FESTIVALS & EVENTS





**VIP SPONSOR  
EVENT**  
**JULY 4, 2021**  
**7:00PM-10:00PM**  
**STENGER SOCCER FIELD**  
**RSVP REQUIRED**

## **THANK YOU SPONSORS**

Silver and Gold Level Sponsors are invited to attend the Independence Day celebration at Stenger Soccer 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!



Thank you for considering Arvada Festivals Commission in your 2021 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 us as a 2021 Event Sponsor or Annual Sponsor you may visit the website below and pay directly online using a credit card. If you would like to sponsor but do not see the right option for your organization, please contact us.

**<https://arvadafestivals.regfox.com/afc-2021-sponsorships>**

If you would like to send a check, please email Adelle to arrange payment at [aburton@arvada.org](mailto:aburton@arvada.org).

Thank you again for your support and if you have any questions or comments please feel free to reach out to Adelle at (720) 898-7403. We look forward to working with you in 2021!

With Gratitude,

Arvada Festivals Commission  
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