

ARVADA FESTIVALS COMMISSION

2022 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.

2022 PROPSAL

The following information outlines our 2022 Festivals, and the Annual versus Event Sponsorship opportunities.

Please review and contact us if you have any questions.

Adelle Burton - aburton@arvada.org - (720) 898-7403

2022 ANNUAL SPONSORSHIP

ANNUAL SPONSORSHIP BENEFITS	GOLD (\$2,000)	SILVER (\$1,500)	BRONZE (\$800)	
COMPANY BRANDING				
Logo on all event banners, sponsor banner, flyers, and print materials	YES	YES	YES	Logos must be received by Feb. 2 for sponsor banner, and least 8 weeks prior to all events.
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	-	-	Business to provide banner.
Individual Event Banner: Sponsor to provide	YES	YES	-	Sponsor to provide. These will be hung within the event area or at your booth.
PA announcements at events	YES	YES	-	DJ will make "Thank you to our Sponsors" announcements.
Onstage spotlight at WinterFest, Kite Festival, Arvada on Tap and Arvada Days	YES	-	-	In addition to the PA announcements, you may have 1 min. onstage to announce info. at each event.
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 posts on the @ArvadaFestivals page	QUARTERLY	BI-ANNUALLY	ANNUALLY	These posts will feature your logo, weblinks, and info. on our main Facebook page @ArvadaFestivals
Company logo & link on AFC website www.arvadafestivals.com	YES	YES	YES	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	Wristbands are for entrance into event & all you can sample beer. *Must be of age 21+
Independence Day VIP Event	8	4	-	Gold & Silver Sponsor recognition event. Details on page 19.

2022 EVENT SPONSORSHIP

EVENT SPONSORSHIP OPPORTUNITIES

WinterFest - Feb. 26, 2022 - McIlvay Park, Arvada - \$1000
Kite Festival - Apr. 10 2022 - Stenger Field - \$1000
Arvada on Tap - Jun. 18, 2022 - Ralston Park Addition - \$1000
Arvada Days - TBD Aug 2022 - Clear Creek Valley - \$1000
Movies Around Town - Spring/Summer 2022 - Various Locations - \$1,000

We also accept in-kind 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 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 due to COVID-19 may be present in 2022. 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.

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, 2022 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	\$150
MAXIMUM REFUND	\$1,500	\$1,125	\$562

THANK YOU TO OUR 2021 ANNUAL AND EVENT SPONSORS

A huge THANK YOU to our 2021 Annual and Event Sponsors who support every single event: **Arvada Rent-Alls, On Tap Credit Union, Dream Dinners, AlphaGraphics, Early College of Arvada, 5281 Realty, Lifetime Windows and Siding, Colorado Structural Repair, Power Home Remodeling, Fairway Independent Mortgage, On Tap Credit Union, Renewal by Andersen, Proud Souls Barbecue and Provisions, and Tuff's Cattle Co. and Ranch.** 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 2022 season and seeing you in person at an event soon!



2019-2021 EVENTS

The following pages show each event and festival from 2019-2021 chronologically 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 2022. We are excited to be promoting a full event slate this year after a couple of years of cancellations due to COVID-19. As a Sponsor your investment helps support each of these events and festivals, and continues to help us grow and improve them each year.



2019 FESTIVALS & EVENTS



EVENT OVERVIEW

This is a complimentary event for seniors, 90+ years young, plus a guest. In 2019, 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! Kite Fest in 2019 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

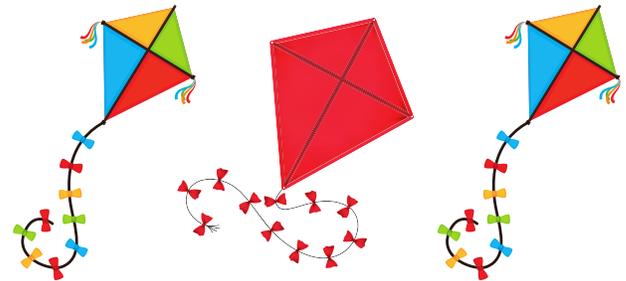


Reach: 68,500
Engage: 1,800



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



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



2021 FESTIVALS & EVENTS



2021 AFC MARKETING



Reach: 15,100
Engage: 1100



Nextdoor Engage: 5,317

Val-U-Ads: 40,000+

Channel 8: KATV

Channel 2: Event day

Arvada Report: Reaching ~56,000 households

Arvada Press: Reaching ~24,000 households

ESTIMATED ATTENDEES

Volunteers: 70

Breweries: 22

Vendors: 40

Guests: ~850

EVENT OVERVIEW

Twenty two local Breweries came to pour libations and educate the population about craft beer. This year we had ten teams of Amateur BBQ contestants prepare samples for our Amateur BBQ competition. Guests sampled and voted on a people's choice BBQ award. People danced in the rain to local bands Swamp Molly and Funkiphino. Even after a year hiatus, we had the highest attendance and we raised just over \$19,000 for our non-profit community partners!



EVENT HIGHLIGHTS

The Amateur BBQ competition was 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 beer selection and sampling is always a favorite at this event, and the bands kept everyone dancing and happy, even in the rain!

THANK YOU

A huge THANK YOU to our Event Sponsors; Proud Souls Barbecue and Provisions, Tuff's Ranch and Cattle Co., Lifetime Windows and Siding, Sportline, and Renewal by Andersen

Arvada on Tap Non-Profit Community Partners



2021 FESTIVALS & EVENTS

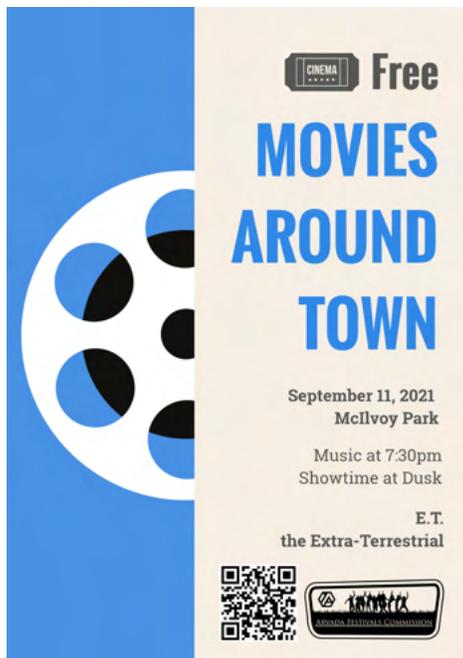


2021 FESTIVALS & EVENTS

MOVIES AROUND TOWN

EVENT OVERVIEW

Movies Around Town had another successful year! With one movie, once of month during Jun-Sept, guests had plenty of chances to visit this event at various locations in Arvada. This year, the commission worked hard to provide a more fun, and interactive experience. We started off the season with Ghostbusters and had Ecto-1 at the event for photo ops. Live music was also introduced this year. Local bands would play a 45-minute set before showtime while the sun set in the background. Also at most of the events was the Majestic View Nature Center. Each movie, Majestic View would bring a themed item to show and tell. For Indian Jones night, they had someone dressed up as Indi and showed off some snakes to the kids brave enough to come up.



Free
MOVIES AROUND TOWN

September 11, 2021
McIlvoy Park

Music at 7:30pm
Showtime at Dusk

E.T.
the Extra-Terrestrial

ARVADA FESTIVAL COMMISSION

2021 AFC MARKETING

Reach: 23,211
Engage: 1,960

Engage: 150

EVENT HIGHLIGHTS

Favorites of this year included our showing of Ghostbusters and having Ecto-1 make an appearance. Kids and adults could take photos in the Ecto-1 while the band played a cover of the Ghostbusters song. For our last movie, E.T. the Extra-Terrestrial, we had a photo drop so guests could replicated the shot of ET on his bicycle .

THANK YOU

A huge THANK YOU to our Annual Sponsors

2021 FESTIVALS & EVENTS



2021 FESTIVALS & EVENTS



2019 AFC MARKETING

 **Reach: 17,000**
Engage: 400

 **Engage: 5,668**

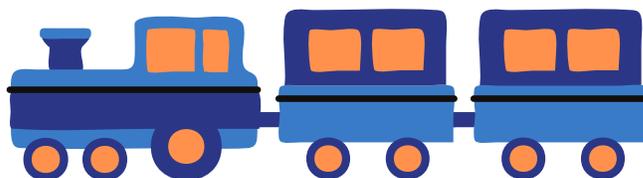
Channel 8: KATV
Channel 2: Event day
Kids Out and About
Colorado Community Media
Arvada Report: Reaching ~56,000 households
Arvada Press: Reaching ~24,000 households

ESTIMATED ATTENDEES

Volunteers: 38
Vendors: 65
Guests: ~3,000

EVENT OVERVIEW

Arvada Days returned to Clear Creek Valley Park in 2021. Families enjoyed the beautiful weather as they walked through vendors or listened to the live music. The Kids Fishing Derby brought a huge group out this year, as they received prizes in each age group. Magic, balloon animals, face painting and free train rides were a hit with the kids while parents supported Ralston House at the beer garden. Ralston House also had their .5k event. The combination of events made it even more fun! Families also enjoyed the potato sack races, kids ninja course, and three point shooting contest!



EVENT HIGHLIGHTS

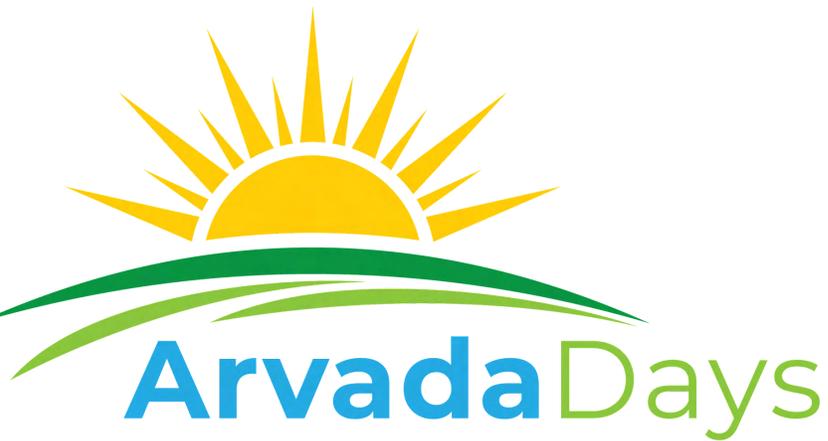
As always, the train rides are a hit with the kids but this year, the beer garden sat next to the train which made for extra enjoyment for the parents! We raised over \$1,500 for Ralston House with the beer garden. Live music by Sega Nemesis kept the crowd lively and energetic. Kids also enjoyed magic and balloon animals by Ed Aragoni!

THANK YOU

A huge THANK YOU to our Event Sponsors: Hyland Hills Park and Recreation District, Lifetime Windows and Siding, Natural Grocers, Credit Union of Colorado, and Power Home Remodeling

Arvada Days Community Partner - Ralston House

2021 FESTIVALS & EVENTS





VIP SPONSOR EVENT

JULY 4, 2022

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 2022 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 2022 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-2022-sponsorships>

If you would like to send a check, please email Adelle to arrange payment at 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 2022!

With Gratitude,

Arvada Festivals Commission
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