

Arvada Festivals Commission



2020 Sponsorship Package

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

The Arvada Festivals Commission (AFC) was established by the Arvada City Council in 2000 with a membership of twenty-five 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, 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!

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

2020

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 keeping the quality of 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 community celebrations, and
- Taking a business tax write-off

During the past 19 years, the Festivals Commission has presented over 110 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.

2020 Proposal

The following information outlines our 2020 Festivals and the Annual versus Event sponsorship opportunities.

Please review and contact us if you have any questions.

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

| | | | | |
|---|----------------------|------------------------|-----------------------|---|
| 2020 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 | Info must be received 8 weeks prior to event. |
| 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 | - | 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 |
| On stage spotlight at WinterFest, Kite Festival, 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 | Yes | 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+. |
| Independence Day V.I.P. Event | 8 | 4 | - | 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.

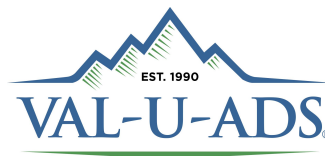
- WinterFest: Feb. 29, 2020, McIlvroy Park, Arvada: \$1000
- Kite Festival: Apr. 5th. 2020, Stenger Field: \$1000
- Arvada on Tap: June 27, 2020, Ralston Park Addition: \$1000
- Arvada Days: TBD (Aug/Sept): Clear Creek Valley: \$1000

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. 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 all attendees leading up to and on event day.

Additional Event Sponsorship Opportunity:

| | | |
|---|---|--|
| Event Sponsorship <ul style="list-style-type: none"> • Includes a 10x10 tent space or a space under the large tent (providing there is additional space) • | <ul style="list-style-type: none"> • Logo on posters and flyers (provided logo is received 6 weeks prior to event) • Event PA announcements | <p>Branded area of the event. You can hang banners and market your area as needed.</p> |
|---|---|--|

A huge THANK YOU to our **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 and Gotcha Photography. 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 2020 season and seeing you at the next event.



The following pages (8-18) show each festival held in 2019 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 2020.

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



Arvada WINTERFEST

Culture Art Entertainment

2019 AFC Marketing



Reach 11,190
Engage 802



Engage: 2,032

Other marketing:

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

Estimated Attendees

Volunteers: 27
Vendors: 39
Guests: ~1600

Event Overview

Our second year WinterFest was a success. Many attendees came out to celebrate in the snow. This year the event started with a German polka band which got many dancing in place. This was followed by the Colorado Asian Cultural Heritage with a dragon and lion dance accompanied by Chinese drums. The Storytellers - an A' capella group - entertained the crowd with music and stories and the stage entertainment ended with the Boulder Taiko Drums playing.

Another wonderful addition was the ice sculptor who carved two incredible ice sculptures.



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. First year to add a "wine garden" hosted by Flights Wine Cafe.

Thank you

Thank you to our annual sponsors, event sponsors, vendors, performers, artists, the Olde Town Arvada Business Improvement District and our incredible team of volunteers. You all made this event successful for the second year.





2019 AFC Marketing

- Arvada Report: Reaching ~56,000 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.

Arvada Community media was present and published an article about the event.



Estimated Attendees

Volunteers: 10
Sponsors: 3
Guests: ~130

Event Overview

This is a complementary event for seniors, 90 years and older, plus a guest. This year we had a fantastic turnout with about 130 guests. Dressed up seniors enjoy 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!



Rolling out the Red Carpet for those celebrating being 90 Years and over

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.





2019 AFC Marketing



Reach: 68,500

Engage: 1,800



Engage: 4,405

Other marketing:

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

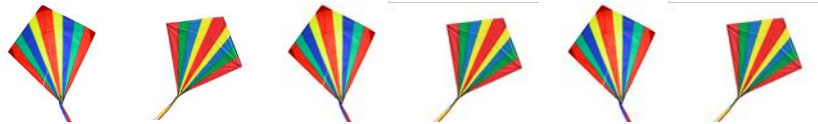
Volunteers: 42

Vendors: 62

Guests: ~25,000

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 kid zone area with a planting project with Home Depot, Mad Science demonstrations and face painters.

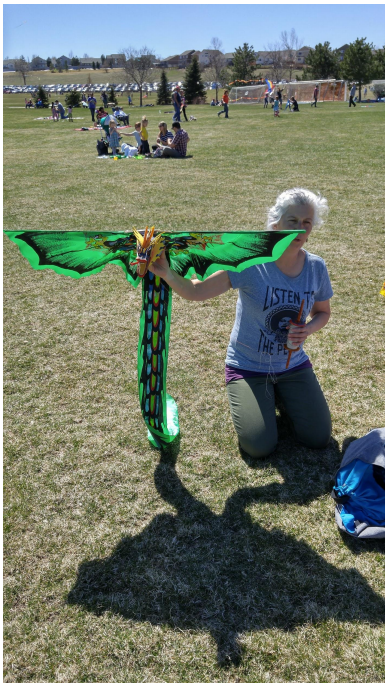


Event Highlights

We surpassed all other attendance records as an estimated attendance of ~25,000! The weather was perfect and the crowd was large! Tables and chairs were set by the food trucks this year, which is 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 AFC Marketing



Reach: 13,700

Engage: 759



Engage: 5,317

Other marketing:

Val-U-Ads: 40,000+

Channel 8 KATV

Channel 9: Colorado & Company

Arvada Report: Reaching ~56,000 households

Arvada Press: Reaching ~24,000 households

Estimated Attendees

Volunteers: 75

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 gardens are. 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, OnTap Credit Union, Arvada Rent-Alls, Sportline, and Fuzzy's Tacos!

Arvada on Tap Non-Profit Community Partners







2019 AFC Marketing



Reach: 4,820

Engage: 246



Engage: 5,668 & 4,567

Other marketing:

Val-U-Ads: 40,000+

Channel 8 KATV

Channel 9: Colorado & Co.

Kids Out and About

Eight bus shelter posters

Colorado Community Media ads

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.

First 500 people received free ice cream

Thank you!

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



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OF
COLORADO
A FEDERAL CREDIT UNION







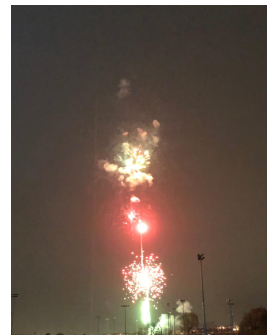
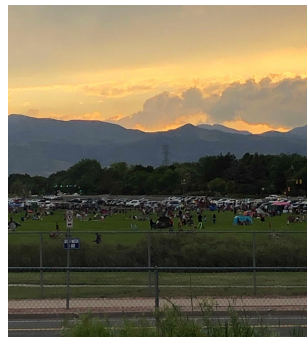
***V.I.P. Sponsor Event
July 4th
7:00 pm - 10:00 pm
Stenger Soccer Field
RSVP required***

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 2020!**



Thank you for considering Arvada Festivals Commission in your 2020 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 2020 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:

<https://arvadafestivals.regfox.com/2020-sponsorship>

If you would like to send a check: Please email Brenda 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 at (720) 898-7403. We look forward to working with you in 2020!

With Gratitude,

Arvada Festivals Commission
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