

Winter Park &
The Fraser Valley

Colorado's Wild Open Spaces



2009 EVENT SPONSORSHIP WINTER PARK-FRASER VALLEY CHAMBER OF COMMERCE

- ☼ We are pleased to present the sponsorship opportunities for the 2009 season of special events in the Winter Park & The Fraser Valley.
- ☼ Review the individual events and let us know which events are a good fit for your business and marketing plan.
- ☼ We are excited about the 2009 season of special events and the Hideaway Park venue in downtown Winter Park. *Construction is complete!*

TAMARA DAVIS
SPECIAL EVENTS OPERATIONS MANAGER
970.726.4221 x 5 | TDAVIS@PLAYWINTERPARK.COM

CHECK OUT THE NEW 2009 SUMMER EVENT!

FRASER VALLEY FOURTH OF JULY CELEBRATION AND FIREWORKS

Date: Saturday, July 4, 2009

Location: Fraser Valley Sports Complex



Target Audience: Front-range and local families.

Estimated Attendance: 3,000-4,000+

Description and history of event: The Fraser Valley Fourth of July Celebration is a community event that draws over 4,000 Grand County residents and guests throughout the course of the day. The event has many facets that appeal to all ages. From late afternoon until evening, the Fraser Valley Sports Complex bustles with family fun: sporting games, kid's activities, horseshoe tournament, community picnic and live music. The festivities culminate at dusk with a spectacular fireworks fanfare.

Special features/plans: The kid's activities will include inflatables, carnival games and walk around entertainers.

SPONSORSHIPS AVAILABLE:

TITLE - Investment \$5,000

VALUE: \$20,000+

Benefits of title sponsorship are:

- "The (YOUR COMPANY NAME) Fraser Valley Fourth of July Celebration & Fireworks"
- Link and recognition on the Special Events page of the Chamber website during promotional period
- Logo inclusion on all collateral material including the poster and advertising
- Banner placement at the event site - 4 banners
- Booth space at the event venue
- Collateral distribution at event
- Recognition during event



PRESENTING - Investment \$1,500

VALUE: \$3,500

Benefits of presenting sponsorship are:

- Logo inclusion on all collateral material including the poster and advertising
- Recognition on the Special Events page of the Chamber website
- Banner placement at the event site
- Booth space at the event venue
- Collateral distribution at event
- Recognition during event



ACTIVITIES - Investment \$500

VALUE: \$1,500

Benefits of activity sponsorship are:

- Logo inclusion on all collateral material including the poster and advertising
- Collateral distribution at event
- Banner placement at the event site

RUN FOR INDEPENDENCE

Date: Saturday, July 4, 2009

Location: Winter Park & The Fraser Valley



Target Audience: Front-range and local runners and their families.

Estimated Attendance: 400-550

Description and history of event: The Run for Independence begins at Winter Park Resort and finishes in the Town of Fraser. The 5-mile course follows the flat, scenic Fraser River Trail and has an elevation loss of 650 feet. Nearly 450 runners, walkers and stroller-pushers participate in this event with an additional 100 spectators on-hand. Race proceeds benefit the Scott Hughes Endowment Fund, which provides scholarships for children on kidney dialysis to attend Camp Chief Ouray at Snow Mountain Ranch-YMCA of the Rockies. The event will celebrate its 15th year "running" in 2009.

Special features/plans: Participants receive a dated Run T-shirt and goodie bag. The finish line celebration includes a pancake breakfast, door prizes and Run prizes are awarded to 1st, 2nd and 3rd place winning times in several age groups and categories. Participants were in record numbers last year!



SPONSORSHIPS AVAILABLE:

TITLE - Investment \$2,500

VALUE: \$10,000+

Benefits of title sponsorship are:

- "The (YOUR COMPANY NAME) Run for Independence"
- Link on the Special Events page of the Chamber website during the promotional period
- Logo inclusion on all collateral material including the tri-fold race brochure/registration form, advertising, poster, t-shirt
- Company collateral piece included in the participant goodie bag
- Premier banner placement at the event starting and finish lines
- Premier booth space at the finish line
- Recognition during awards
- 15 t-shirts for your staff

PRESENTING - Investment \$1,000

VALUE: \$4,000

Benefits of presenting sponsorship are:

- Logo inclusion on all collateral pieces including the tri-fold race brochure/registration form, advertising, poster, t-shirt
- Recognition on the Special Events page of the Chamber web site
- Company collateral piece included in the participant goodie bag
- Banner placement at the finish line
- Recognition during awards
- 5 t-shirts for your staff

SUPPORTING - Investment \$500

VALUE: \$1,500

Benefits of supporting sponsorship are:

- Logo inclusion on all collateral pieces including the tri-fold race brochure/registration form, advertising, poster, t-shirt
- Company collateral piece included in the participant goodie bag
- Recognition during awards

VENDOR BOOTH OPPORTUNITIES AVAILABLE

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WEEKLY PARK MUSIC - TUESDAYS/THURSDAYS

Event: Fraser Picnic in the Park - Tuesdays

Dates: June 30, July 7, 14, 21, 28 August 4, 11

Location: Old Schoolhouse Park in Fraser



Event: High Note Thursdays

Dates: July 2, 9, 16, 23, 30 August 6, 13, 20

Location: Hideaway Park in Winter Park

Target Audience: Local and front-range families and guests.

Estimated Attendance: 200 - 300+

Description and history of event: Free live music in the park celebrates our wide open spaces. The kids get to play outdoors and the folks enjoy live music!

Special features/plans: Fraser Picnic in the Park has kid's activities. High Note Thursdays is a kick-off to the weekend music events.



SPONSORSHIPS AVAILABLE:

PRESENTING / LODGING - Investment is 24 donated room nights of lodging for weekly bands during July and August on a Tuesday or Thursday night or \$2,500 cash equivalent.

VALUE: \$5,000

Benefits of presenting / lodging sponsorship are:

- Logo inclusion on all collateral material including the poster and advertising
- Link and recognition on the Special Events page of the Chamber website during promotional period
- Banner placement at the event site
- Booth space at the event venue
- Recognition during event

SUPPORTING BAND - Investment \$500

VALUE: \$1,500

Benefits of Supporting Band sponsorship are:

- Logo inclusion on all collateral material including the poster and advertising
- Collateral distribution at event
- Banner placement at the event site



WINTER PARK MUSIC FESTIVAL

Date: TBD

Location: Hideaway Park in downtown Winter Park



Target Audience: Local and front-range families and guests.

Estimated Attendance: 1200+ per day

Description and history of event: Two-day music festival showcases local, regional and national talent. Food, beer and merchandise vendors add to the festival atmosphere. The event is a ticketed event.

Special features/plans: Bigger headliner talent planned for 2009.

SPONSORSHIPS AVAILABLE:

TITLE - Investment \$10,000

VALUE: \$20,000+

Benefits of title sponsorship are:

- YOUR COMPANY NAME incorporated into the event name
- Free link from the Special Events page of the Chamber website to yours for one year
- Your logo and website on all event collateral material including the poster, postcard mailing, regional publications and advertisements. Logo and name on event t-shirts.
- Premier banner placement at the event site - 4 banners
- Premier booth space at the event
- Collateral distribution at event
- Recognition during event
- 10 VIP Credentials - includes access to VIP tent / lunch / meet and greet with artists
- 15 t-shirts for your staff
- Four 2-night stays for event weekend



PRESENTING / LODGING - Investment is 24 donated room nights of lodging for artists on event weekend or \$3,500 cash equivalent.

VALUE: \$5,000

Benefits of presenting / lodging sponsorship are:

- Logo and website inclusion on all collateral material including poster, postcard, publications and advertising.
- Link and recognition on the Special Events page of the Chamber website during promotional period
- Banner placement at the event site
- Booth space at the event venue
- Collateral distribution at event
- Recognition during event
- 4 VIP Credentials - includes access to VIP tent / lunch / meet and greet with artists
- 8 t-shirts for your staff

SUPPORTING - Investment \$1000

VALUE: \$2,500

Benefits of supporting sponsorship are:

- Logo inclusion on all collateral material including the poster and advertising
- Collateral distribution at event
- Banner placement at the event site
- Logo on event t-shirt
- 4 t-shirts for your staff

VENDOR BOOTH OPPORTUNITIES AVAILABLE

www.playwinterpark.com
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970.726.4221 x 5

WINTER PARK JAZZ FESTIVAL

Date: July 25-26

Location: Hideaway Park in downtown Winter Park



Target Audience: Front-range adults (ages 30-54) with average income of \$50k and above.

Estimated Attendance: 4,500 - 5,000 over 2 days.

Description and history of event: Two-day music festival showcases local, regional and national talent. The event is well attended having a 20+ year history. Food, liquor and merchandise vendors add to the festival atmosphere. The event is a ticketed event.

Special features/plans: There will be added new VIP tent seating this year.

SPONSORSHIPS AVAILABLE:

TITLE - Investment \$30,000

VALUE: \$75,000

Benefits of title sponsorship are:

- YOUR COMPANY NAME incorporated into the event name
- Free link from the Special Events page of the Chamber website to yours for one year
- Your logo and website on all event collateral material including the poster, postcard mailing, regional publications and advertisements
- Logo and name on event t-shirts
- Radio air time
- Premier banner placement at the event site - 5 banners
- Premier booth space and/or collateral distribution at the event
- Recognition during event
- 50 General Admission tickets
- 15 VIP Credentials - includes access to VIP tent / lunch / meet and greet with artists
- 15 t-shirts for your staff
- Four 2-night stays for event weekend



PRESENTING / LODGING - Investment is 30 donated room nights of lodging on event weekend or \$5,000 cash equivalent.

VALUE: \$17,250

Benefits of presenting / lodging sponsorship are:

- Logo and website inclusion on all collateral material - poster, postcard, regional publications and advertising
- Link and recognition on the Special Events page of the Chamber website during promotional period
- Banner placement at the event site - 2 banners
- Booth space and/or collateral distribution at the event venue
- Recognition during event
- 6 VIP Credentials - includes access to VIP tent / lunch / meet and greet with artists
- 10 t-shirts for your staff

SUPPORTING - Investment \$1,500

VALUE: \$5,000

Benefits of supporting sponsorship are:

- Logo inclusion on all collateral material including the poster and advertising
- Collateral distribution at event
- One banner placement at the event site, recognition at event
- 4 t-shirts for your staff

VENDOR BOOTH OPPORTUNITIES AVAILABLE

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RIVER DAYS SERIES OF "GREEN EVENTS"

Date: August 8-9 (Tentative Date)

Location: Hideaway Park in downtown Winter Park and locations throughout the valley along the Fraser River.



Target Audience: Local and front-range families, guests and outdoor enthusiasts.

Estimated Attendance: 800 - 1000+ during the Fraser River Days.

Description and history of event: Celebrate our wide open spaces by experiencing fly-fishing with, guided interpretive hikes, environmental education seminars, trail projects, environmental exhibitors, live music, raptors (tentative) and a special lumberjack show. The Lumberjack Show will feature logrolling, axe throwing, chainsaw cutting and other competitions and demos. A special silent auction throughout the events will raise funds for Environmental or River Projects in Grand County.

Special features/plans: This year will present a weekend "Give Back" event that will allow volunteers to build and maintain trails, tree planting, and more for a weekend package with lodging. This program includes a meet and greet with public agencies who keep our spaces wide open. A fun interpretive hike or guided mountain bike tour will also be included.

SPONSORSHIPS AVAILABLE:



TITLE SPONSORSHIP - Investment \$5,000 VALUE: \$20,000+

- Link on the Special Events page of the Chamber website during the promotional period
- Your logo and website on all event collateral material - poster, postcard, regional publications and advertisements
- Logo and name on all River Days event t-shirts
- Premier banner placement at all the event sites - 4 banners
- Premier booth space at all the events
- Collateral distribution at the event, recognition during event
- 15 t-shirts for your staff
- Four 2-night stays for event weekend



PRESENTING SPONSORSHIP - Investment \$2,500 VALUE: \$5,000

Benefits of Winter Park-Fraser Valley presenting sponsorship are:

- Logo inclusion on all Fraser River Days collateral pieces, advertising, poster and Fraser River Days t-shirt
- Link and recognition on the Special Events page of the WPFV Chamber web site during promotional period
- Company collateral distribution at event, recognition during event
- Premier booth space at Hideaway Park venue
- Banner placement at the event site - 2 banners
- 5 t-shirts for your staff

ACTIVITY SPONSORSHIP - Investment \$500 VALUE: \$1,500

Benefits of Winter Park-Fraser Valley activity supporting sponsorship:

- Logo inclusion on all Fraser River Days collateral pieces, advertising, poster and Fraser River Days t-shirt
- Collateral distribution and recognition at event plus one banner placement at Hideaway Park venue



VENDOR BOOTH OPPORTUNITIES AVAILABLE

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SKATE BOARD EVENTS

Date: June 20, Aug 6, Sept 5.

Location: Hideaway Park in downtown Winter Park



Target Audience: Local and front-range families, skateboard and biking enthusiasts.

Estimated Attendance: 500+ per event day

Description and history of event: The Skate Park at Hideaway Park in downtown Winter Park opened on September 1, 2007 and has been a hit with local skaters and riders ever since. Saturday Skate Park events will be designed as community events that will draw hundreds of Grand County residents and guests throughout the course of the day. The events will appeal to families, especially kids who like to skateboard/ mountain bike.



Special features/plans: The activities will include skate-related activities. Live music will add to the festivities with plenty of giveaways.

SPONSORSHIPS AVAILABLE:

TITLE - Investment \$ 3,000

VALUE - \$ 5,000 per event date

Benefits of title sponsorship are:

- YOUR COMPANY NAME incorporated into the event name
- Recognition on the Special Events page on the Chamber website
- Logo inclusion on all collateral material including advertising, poster, t-shirt
- Premier banner placement at the event
- Premier booth space at the events
- Collateral distribution at the events
- Recognition during events
- 5 t-shirts for your staff

GIVEAWAY SPONSORSHIPS - Investment \$500 per event

VALUE - \$1500 per event date

Benefits of the giveaway sponsorship is:

- Logo inclusion on all skate park event collateral pieces, advertising, poster and Fraser River Days t-shirt
- Collateral distribution and recognition at event plus one banner placement at Hideaway Park venue



CRUISER PARTY

Date: July 18- As part of Fat Tire Weekend

Location: Hideaway Park in downtown Winter Park



Target Audience: Local and front-range families, guests and outdoor bike enthusiasts.

Estimated Attendance: 800 - 1000+

Description and history of event: Celebrate our Mountain Bike Capital USA™ with a Cruiser Party. This is a first year event that will be located in Hideaway Park. The events will appeal to families and all ages, especially kids who like to bike.

Special features/plans: This event will include a slip and slide, cruiser bike parade, jumpy castles, limbo contest, music, food, and much more. Hideaway Park will be one big party!

SPONSORSHIPS AVAILABLE:



TITLE SPONSORSHIP - Investment \$ 5,000

VALUE: \$30,000+

- YOUR COMPANY NAME incorporated into the event name
- Link on the Special Events page of the Chamber website during the promotional period
- Your logo and website on all event collateral material - poster, postcard, regional publications and advertisements
- Logo and name on event t-shirts
- Premier banner placement at event site - 4 banners
- Premier booth space at the event
- Collateral distribution at the event, recognition during event
- 15 t-shirts for your staff
- Four 2-night stays for event weekend



PRESENTING SPONSORSHIP - Investment \$1,500

VALUE: \$5,000

Benefits of Winter Park-Fraser Valley presenting sponsorship are:

- Logo inclusion on all event collateral pieces, advertising, poster and t-shirt
- Link and recognition on the Special Events page of the WPFV Chamber web site during promotional period
- Company collateral distribution at event, recognition during event
- Premier booth space at Hideaway Park venue
- Banner placement at the event site - 2 banners
- 5 t-shirts for your staff

ACTIVITY SPONSORSHIP - Investment \$500

VALUE: \$1,500

Benefits of Winter Park-Fraser Valley activity supporting sponsorship is:

- Logo inclusion on all collateral pieces, advertising, poster and t-shirt
- Collateral distribution and recognition at event plus one banner placement at Hideaway Park venue

VENDOR BOOTH OPPORTUNITIES AVAILABLE

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OTHER 2009 SPONSORSHIP OPPORTUNITIES...



Grand County Parade of Homes:

Several opportunities available for builders and home-related businesses - request a complete Parade of Homes Sponsor Packet to learn more!

Hideaway Park Summer Sponsorship:

Investment \$5,000
VALUE: \$10,000

Receive summer-long exposure with banner placement and vendor booth at all four (Jazz Festival, High Note Thursdays, Fraser River Days, Music Festival) Hideaway Park festivals throughout the summer. *Only 3 slots available.*



Salute To American Veterans Rally:

For more information on the Official Rally Sponsorships of the largest Veteran's event in the west, Contact Pro Promotions at 719.487.8005.

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SUMMARY OF 2009 EVENTS SPONSORSHIP DATES



EVENT

- Fraser Valley Fourth of July Celebration and Fireworks
- Run for Independence
- Fraser Tuesday Picnic in the Park

- High Note Thursdays at Hideaway Park

- Cruiser Party - *New!*
- Winter Park Music Festival (TBA)
- The Winter Park Music Festival Sponsorship opportunities available at a future date!
- Winter Park Jazz Festival
- Saturday Hideaway Skate Park Events
- River Days Series of "Green Events"
- Grand County Parade of Homes
- Hideaway Park Sponsorship

DATE

(Dates are subject to change)

July 4
July 4
June 30, July 7, 14,
21, 28, Aug 4, 11
July 2, 9, 16, 23, 30
Aug 6, 13, 20
July 18
TBA
July 25-26
June 20, Aug 6, Sept. 5
Aug 8, 9 (tentative)
Sept 12, 13, 19, 20
All summer long

Sponsorships are limited and sold on a first-come basis. Deposits of 25% are due within 30 days of a signed commitment agreement. All event dates are subject to change.

Please fill out sponsorship confirmation form enclosed in the sponsorship information.

Mail or Fax to:

Winter Park-Fraser Valley Chamber of Commerce, ATTN: Tamara Davis,
Special Events Department
P.O. Box 3236, Winter Park, CO 80482
Fax number 970.726.9449 Attn: Tamara



A SPECIAL THANK YOU!



THANK YOU

TO ALL OF THE WINTER PARK-FRASER VALLEY CHAMBER MEMBERS FOR YOUR CONTINUED SUPPORT. WE LOOK FORWARD TO SEEING YOU AT OUR SUMMER EVENTS!



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