

*friends, family, fun  
and the magic of live music*



# Sponsorship Opportunities



**CONNECT WITH THE COMMUNITY**  
and help support one of Boulder County's  
premiere live music events.

**CONTACT**

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**JULY 23•30**  
**AUG 6•13•20•27**  
**SEPT 3**

# The Street Faire is back!

***For over 18 years, the Louisville Street Faire has been the hallmark outdoor music event in Boulder County. More than 5000 people gather every Friday from June through August to enjoy all the festivities at the Faire.***

For over 18 years, the Louisville Street Faire has been the hallmark outdoor music festival in Boulder County. More than 5000 people gather every Friday from June through August to enjoy the festivities at this great community event.

But last year the pandemic stopped us all in our tracks and unfortunately we were unable to hold the Street Faire. It was a tough year for everyone but with new vaccines and the COVID-19 numbers trending in the right direction, we hope we have turned a corner.

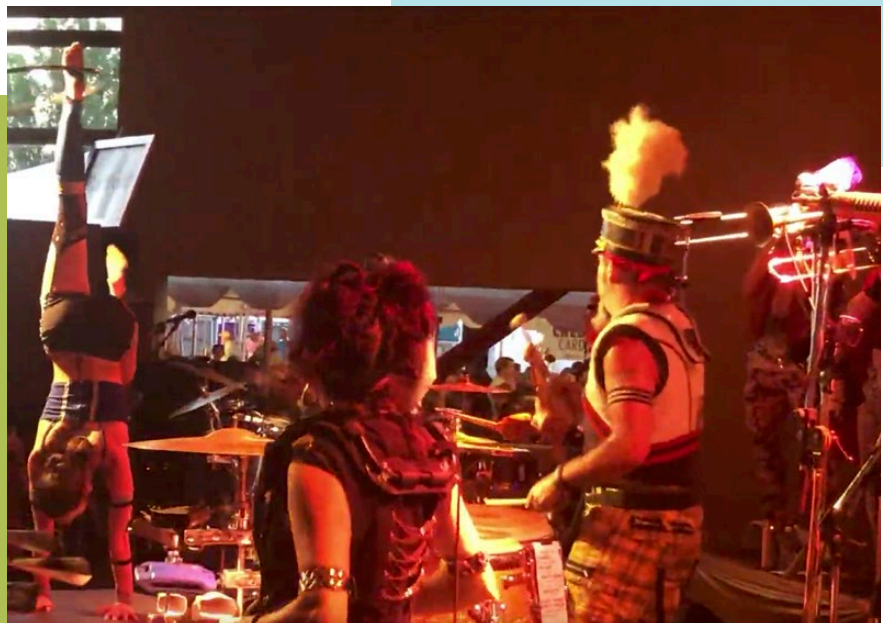
To this end, planning is underway to stage a “modified” Street Faire in July and August that will be smaller in scale and feature Colorado bands instead of national acts. No doubt there will also be other restrictions in place due to health department guidelines, but we know we will present a great music event that will once again celebrate our community and bring people together safely. We hope we can count on your support to help bring back the Faire.

Because these days, everyone needs a little magic.

Thank you.

## THE LOUISVILLE DOWNTOWN BUSINESS ASSOCIATION

The Street Faire is produced and managed by the Louisville Downtown Business Association. Established in 1990, the DBA is an all-volunteer organization whose mission is to contribute to and enhance the development and promotion of Historic Downtown Louisville as a great place to live, work and visit. As an advocate for the betterment of Downtown Louisville and its businesses, the DBA provides programs and services that feature Louisville’s unique character and supports other beautification and improvement projects throughout Downtown.



# Premium Exposure on the street

Put your logo in front of 40,000 people everyday.



## LOCATION *and* IMPORTANCE

Your company will have maximum exposure on our big Street Faire banners that line McCaslin Blvd. and South Boulder Road, two of the high-traffic main roads in Louisville.

6'

**Big**  
banners on  
McCaslin Blvd &  
South Boulder Road

# Premium Exposure on site

**8' x 3' banners on the Street Faire perimeter are highly visible to everyone coming to the event and leaving.**



**BIG BARRICADE BANNERS**

**15'**



**Free Saturday Cooking Demos!**



## BANNERS UNDER THE BIG TOP

Your colorful banner on the interior roof of the beer and wine tent makes a grand statement and gives your company impactful exposure.



# Premium Exposure in the media

We will put you in good company with brand exposure in **Boulder Magazine**, and weekly ads in the **Boulder Weekly**, the **Daily Camera**, **Hometown Weekly** and the **Broomfield Enterprise**.

We've got you covered in a cross-section of reach and demographics with full page, 4-color ads in the Daily Camera, Hometown Weekly and Broomfield Enterprise. Your sponsor logo will appear each week in the Friday Magazine, and in three issues of Boulder Magazine and weekly in the Boulder Weekly. Plus online exposure in all these publications and their event sites.





# Premium Exposure online and in social media

**LouisvilleDowntown**  
BUSINESS ASSOCIATION

Parking Links Members In The News Contact Us

ABOUT DOWNTOWN STREET FAIRE PLACES TO EAT PLACES TO SHOP SERVICES DIRECTIONS

## Friends, Family, Community and the Magic of Live Music

For three or four hours, eight summertime Friday evenings, life is just like it should be. Babies don't cry, dogs don't bark, and wise elders feel nineteen again. The Muse visits the musicians pretty much every night and dances when the spirit moves her. We don't know why this all happens here, we're just glad it does.

Directions Take the Shuttle Leave Your Car at Home Times Rules & FAQs Auto Parking  
Bicycle Parking Volunteer Opportunities Media Inquiries

### MarchFourth

MARCHING FUNK CIRCUS

MarchFourth is a joy-inducing force of entertainment. The colorful explosion of brassy funk, rock, and jazz is all about the groove. This larger-than-life group of musicians and acrobats tours the country year-round, bringing a spirit of celebration wherever they go. MarchFourth is, in a word, FUN!

[Website](#) [Listen on Spotify](#)

JULY 19

SPONSORED BY:



The Street Faire Web Page averages over 20,000 visits thru the Summer. We offer premium banner advertising and logo linking ads that connect directly to your website for maximum visibility, and additional exposure opportunities with our social media on Facebook and Instagram.



# Sponsorship Levels

## Champions \$10,000+

- 👍 2 Street Banners (1 on McCaslin, 1 on S. Boulder Rd.)
- 👍 Under the Big Top Beer Tent Banner (15ft.)
- 👍 4 Barricade signs (8ft.)
- 👍 Street Faire website linking ads
- 👍 Inclusion in 4 full page, full color ads in Boulder Magazine, Daily Camera, HTW and BE and Boulder Weekly
- 👍 One 60 second feature video post during one of the eight weeks of Street Faire on our Facebook page. Either we will produce it or we will share video content that you have already prepared.
- 👍 Logo included on two Facebook Event Page posts for two concerts of your choice. These will be on LDBA's page from April through August.
- 👍 Photo posts to both Facebook and Instagram recognizing your sponsorship
- 👍 Free booth throughout the season

## Partners \$7,500

- 👍 2 Street Banners (1 on McCaslin, 1 on S. Boulder Rd.)
- 👍 Under the Big Top Beer Tent Banner (15ft.)
- 👍 3 Barricade signs (8ft.)
- 👍 Street Faire website linking ads
- 👍 Inclusion in 4 full page, full color ads in Boulder Magazine, Daily Camera, HTW and BE and Boulder Weekly
- 👍 One picture post that promotes your business to be posted during one of the eight weeks of Street Faire. Or, we will share post content that you have already prepared. This includes a link to your website and any relevant hashtags.
- 👍 Logo included on two Facebook Event Page posts for two concerts of your choice.
- 👍 Photo posts to both Facebook and Instagram recognizing your sponsorship
- 👍 Free booth throughout the season

## BFFs \$5,000

- 👍 Your choice of Street banner or Beer Tent banner
- 👍 2 Barricade signs (8ft.)
- 👍 Street Faire website linking ad
- 👍 Free booth for 5 nights of the season

## Good Buddies \$3,500

- 👍 2 Barricade signs (8ft.)
- 👍 Street Faire website linking ad

## Kind Friends \$1,000

- 👍 1 Barricade sign (8ft.)
- 👍 Street Faire website linking ad



# Thank You

Thanks to your support not only are we able to stage this event year after year, but we continue to provide programs to our Downtown businesses that help us define and promote Downtown Louisville as a vibrant, desirable destination.



[downtownlouisvilleco.com/street-faire](http://downtownlouisvilleco.com/street-faire)