

*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**  
Marilyn Davenport  
[marilyndave@gmail.com](mailto:marilyndave@gmail.com)

**JUNE 16•23•30**  
**JULY 14•21•28**  
**AUG 4•11**

# About **The Street Faire**

***Thousands of people gather downtown every Friday night from June through August to enjoy all the festivities of the Faire.***

The Street Faire, Louisville's hallmark annual summer event, has been providing great music, food and fun to our community for more than twenty years. It is the reason many of the Downtown Louisville amenities, such as outdoor patios, flowers, holiday lights, and carriage rides exist. And it's the reason our town keeps thriving.

Sometimes it rains, sometimes the wind kicks up, but it rarely stops us from putting on the show. And it doesn't stop the crowds either who come to enjoy the family-friendly, small-town experience in an atmosphere that is safe and bubbling with energy. And that's what makes it magical; the music, the people and a community spirit that just won't quit.

So come on downtown for a memorable evening and enjoy the show!

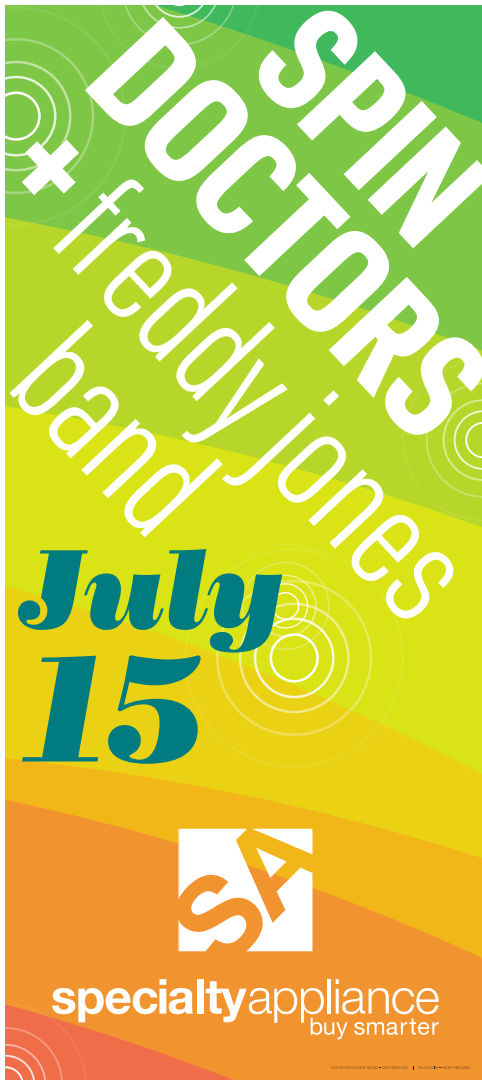
## **THE LOUISVILLE DOWNTOWN BUSINESS ASSOCIATION**

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'**

**A Colorado Company  
for Colorado Homes**

**BLUEBIRD**  
WINDOWS & DOORS

Windows

Doors

Siding

303-810-2888 **GoBlueBirdCo.com**

## 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

**Louisville Downtown BUSINESS ASSOCIATION**

Street Faire Places to Eat Places to Shop Things to Do Services  
HOME PARKING DIRECTIONS IN THE NEWS MEMBERSHIP ABOUT CONTACT

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

For three or four hours, seven 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.

**LOUISVILLE Street Faire DOWNTOWN**

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

**AUG 5 GASOLINE LOLLIPOPS**

Country • Folk • Punk • Rock

Gasoline Lollipops is a Colorado band that combines the sincerity of dirt-floor folk with the energy and rebelliousness of punk. It's an all-new incarnation of alt-country that's both high energy and heartfelt, like the American highway's soundtrack. Gasoline Lollipops stitch scraps of American roots music to patches of their own tattered hearts to form an all-new tapestry of bleeding rock n' roll.

**SPONSORED BY**

**ELEVATIONS<sup>®</sup> CREDIT UNION**  
It matters where you bank.  
elevationscu.com

The Street Faire Web Page averages over 35,000 unique page views 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.)
- 👍 3 Barricade signs (8ft.)
- 👍 Street Faire website linking ad
- 👍 Logo in full page 4-color ads in Boulder Magazine, Daily Camera, HomeTown Weekly and Broomfield Enterprise and Boulder Weekly. This includes the music festival editions in the May Daily Camera and Longmont Times Call
- 👍 Logo included on two Facebook Event Page posts for two concerts of your choice. These will be on Street Faire site from April through August
- 👍 Photo posts to both Facebook and Instagram recognizing your sponsorship
- 👍 Free booth throughout the season
- 👍 10 free drink tokens per night
- 👍 Inclusion in the Street Faire band announcement video

## BFFs \$5,000

- 👍 Choice of Beer Tent banner or 2 Street banners (McCaslin, S. Blvd. Rd)
- 👍 2 Barricade signs (8ft.)
- 👍 Street Faire website linking ad
- 👍 Photo posts to both Facebook and Instagram recognizing your sponsorship
- 👍 Free booth for 4 nights of the season
- 👍 5 free drink tokens per night

## Good Buddies \$3,000

- 👍 2 Barricade signs (8ft.)
- 👍 Street Faire website linking ad
- 👍 3 free drink tokens per night

## Kind Friends \$1,000

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

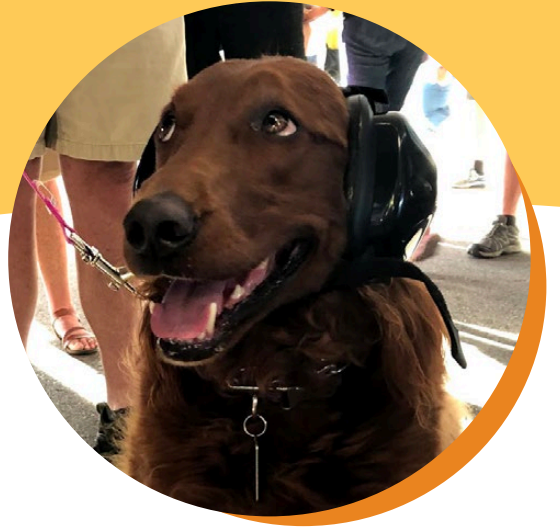


To learn more about the Street Faire and to see all of our sponsors, go to our website, [downtownlouisvilleco.com/streetfaire](http://downtownlouisvilleco.com/streetfaire)



# 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)