

*Friends, Family, Fun and the Magic of Good Music*

LOUISVILLE DOWNTOWN

# Street Faire

## SPONSORSHIP 2019 OPPORTUNITIES

### CONNECT WITH THE COMMUNITY

and help support one of Boulder County's premiere live music events.

**JUNE 14, 21, 28**

**JULY 12, 19, 26**

**AUGUST 2, 9**

### CONTACT:

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# About the **STREET FAIRE**

*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.*

They come from all around Boulder County and Denver and then they come back - to shop in our stores, enjoy our great restaurants and visit the galleries.

The Street Faire is the sole reason many of the Downtown Louisville amenities, such as patios, flowers, holiday lights, and carriage rides exist. It contributes greatly to the economic well-being and national recognition of our town and has won several awards for best community event.

Thousands of people partake in the charm of the Street Faire each Friday night and we're proud of the fact that in all those years, there's never been an incident at the Faire. We strive to provide a family-friendly small-town experience, from activities for kids, to great food to great music, all in an atmosphere that is high-energy yet safe. And that's what makes it magical, because all those things come together for a genuine, memorable evening.

## 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.



# Why Sponsor Us

## Dave Letterman's Top Ten Reasons to Become a Sponsor

We spoke to Dave and this is what he said:

10

**It's Fun**

5

**You connect with the community**

9

**It's a Blast**

4

**You show support for the community**

8

**It feels Good**

3

**It builds good will for your brand and for company morale**

7

**You get your brand in front of 5000+ people each week**

2

**Free food and booze**

6

**You get to dance without people laughing at you**

1

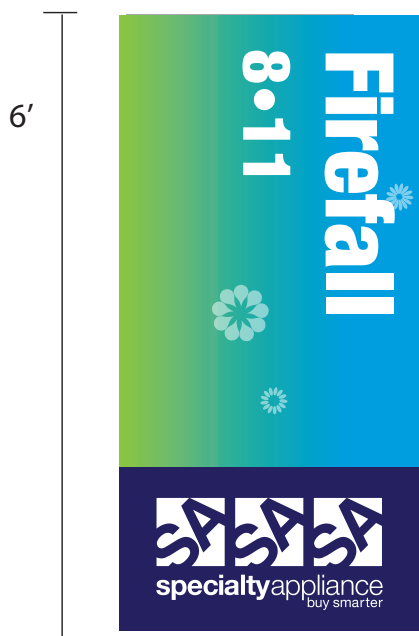
**The entire town will LOVE you (and really appreciate your generosity)**

# Premium Exposure ON THE STREET

PUT YOUR LOGO IN FRONT OF 40,000 PEOPLE EVERYDAY FOR 4 MONTHS.

## LOCATION and IMPORTANCE

From the end of May to the beginning of September, 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.

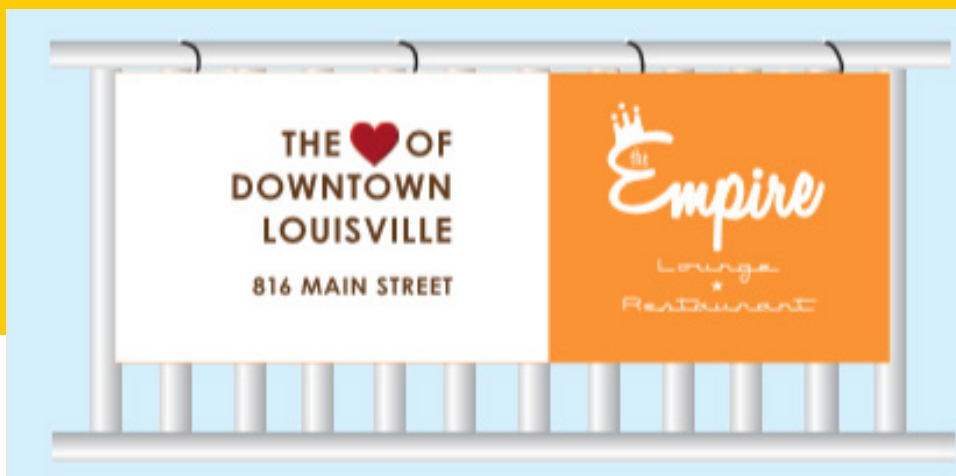


**BIG BANNERS ON  
MCCASLIN BLVD  
& SOUTH BOULDER ROAD**

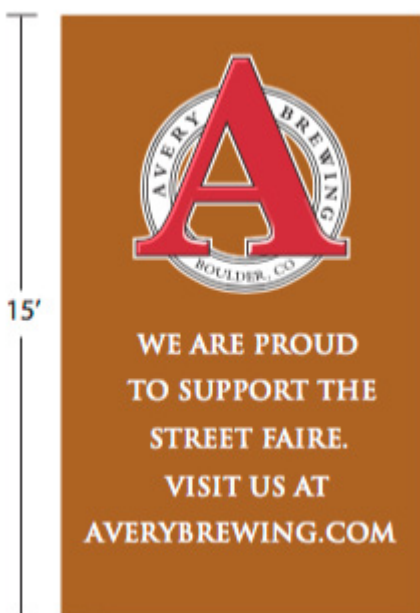
# Premium Exposure ON SITE

8' X 3' FOOT BANNERS ON THE STREET FAIRE PERIMETER ARE HIGHLY VISIBLE TO THOUSANDS OF VISITORS COMING AND GOING THROUGH THE STREET FAIR EVENT.

## BIG BARRICADE BANNERS



## UNDER THE BIG TOP BANNERS



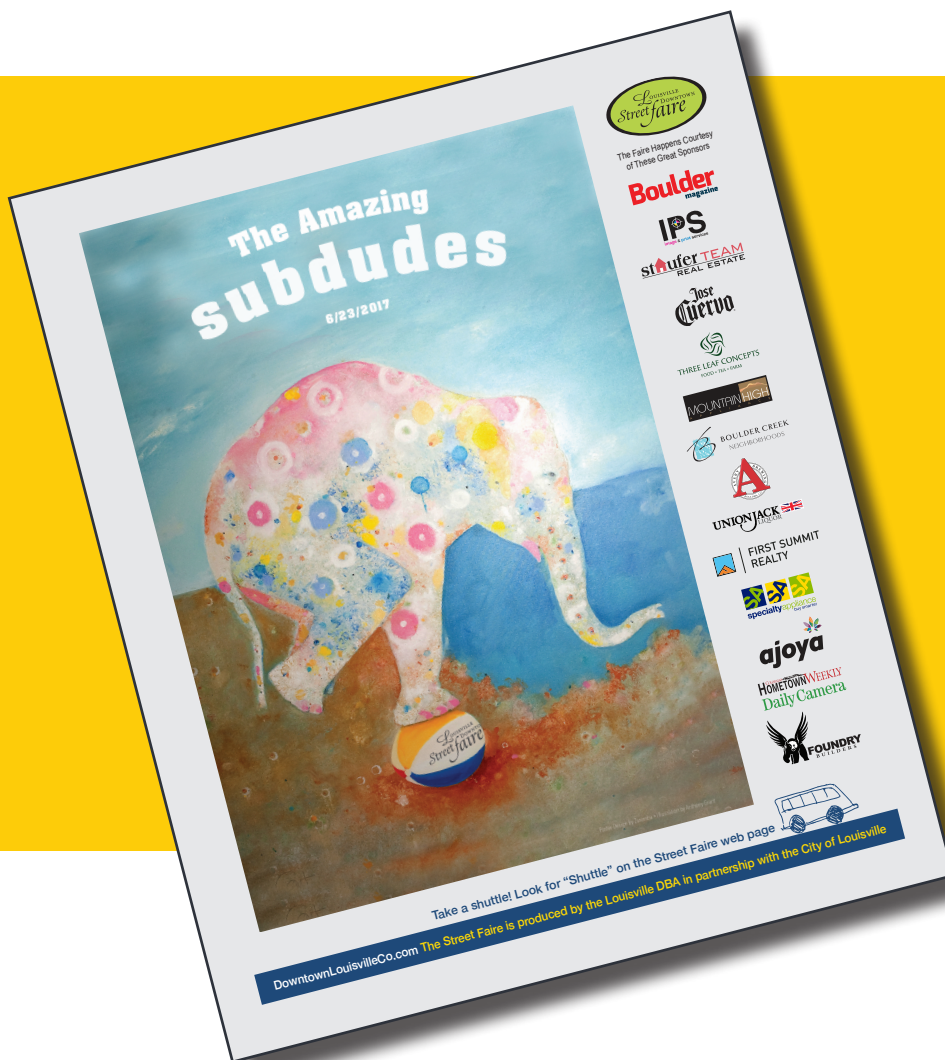
Tons of people having a great time will appreciate your colorful banner on the interior roof of the beer and wine tent. This is a great opportunity for your company to get exposure.



# Premium Exposure IN THE MEDIA

*We will put you in good company with brand exposure in two Issues of the **Boulder Magazine** and eight weeks of 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 the other publications, and in three issues of Boulder Magazine. Plus online exposure in all these publications and their event sites.



# Premium Exposure

## ONLINE and in SOCIAL MEDIA

### webpage

The screenshot displays the website for the Louisville Downtown Street Faire. At the top, a navigation bar includes links for Parking, Links, Members, In The News, and Contact Us. Below this, a secondary menu lists ABOUT DOWNTOWN, STREET FAIRE, PLACES TO EAT, PLACES TO SHOP, SERVICES, and DIRECTIONS. The main content area features a header with a logo and the tagline 'Keeping It Real Since 1878'. A large section titled 'Friends, Family, Community and the Magic of Live Music' describes the event as a summertime Friday evening gathering. Below this, a list of links provides further information: Directions, Take the Shuttle, Leave Your Car at Home, Times, Rules & FAQs, Auto Parking, Bicycle Parking, Volunteer Opportunities, and Media Inquiries. A section for 'Street Faire Summer 2018' lists dates from June 8 to August 10 and includes a sign-up form for the 'Downtown Dialogue' award-winning event. Two sponsor banners are visible: 'Daily Camera' and 'BocoDeals.com', both of which are proud sponsors of the event. A vertical label on the right side of the banners reads 'SPONSORED BY:'.

LOUISVILLE HISTORIC DOWNTOWN "COLORADO" Keeping It Real Since 1878

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

### Street Faire Summer 2018

Dates: June 8, June 15, June 22, June 29, July 13, July 20, July 27, Aug 10

Be the first to see next summer's line up — sign up for the award-winning *Downtown Dialogue*.

email address

**Daily Camera**  
www.dailycamera.com

**BocoDeals.com**  
www.bocodeals.com

Proud Sponsor of the Louisville Downtown Street Faire

SPONSORED BY:

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

# Our Party is your Party

*Take a break from the dance floor. Chat with close friends, network, relax and enjoy excellent food and drinks. It's all FREE, and it's because you're a sponsor.*



That's right, the famous VIP area is exclusively for sponsors and their guests and many a good business transaction has gone down at the tables. It's an opportunity for you to wine and dine clients, treat your employees, or just have fun with your family and friends. However you want to use it, it's all yours.

## **BE a VIP for the night: \$500**

Rent a table in the VIP area for you and 5 of your friends for an evening of entertainment joined with free food, wine and beer.

# 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
- Sponsor Night – Pick a Show. It's Your Night. Your company is the recognized Sponsor of the Evening, plus up to 10 guests in the VIP area.
- Sponsor post on our Facebook page with over 2500 followers
- Access to VIP area – up to 6 people for all concerts
- 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
- Access to VIP area up to 4 people for all concerts
- Free booth for 5 nights of 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, BE
- Sponsor post on our Facebook page with over 2500 followers
- Access to VIP area - up to 6 people for all concerts
- Free booth for the season

## GOOD BUDDIES \$3,500

- 2 barricade signs (8ft.)
- Street Faire website linking ads
- Access to VIP area up to 4 people for 5 concerts
- Free booth for 4 nights of the season

## KIND FRIENDS \$1,000

- 1 barricade sign (8ft.)
- Street Faire website linking ads
- Access to VIP area up to 2 people for 3 concerts



# Thank You

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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.

## LOUISVILLE DOWNTOWN

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# Street Faire

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