

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

LOUISVILLE DOWNTOWN

Street Faire

2 0 2 0

Sponsorship Opportunities

CONNECT WITH THE COMMUNITY

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



JUNE 19•26
JULY 10•17•24•31
AUGUST 7•14

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

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

4

It's a blast

8

You show support for the community

3

It builds good will for your brand and for company morale

7

It feels good

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.

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 thousands of visitors coming and going through the event.



BIG BARRICADE BANNERS

15'



Free Saturday Cooking Demos!



BANNERS UNDER THE BIG TOP

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

The screenshot shows the Louisville Downtown Street Faire website. At the top, there's a navigation bar with links: Parking, Links, Members, In The News, Contact Us. Below that, a secondary navigation bar includes: BUSINESS ASSOCIATION, ABOUT DOWNTOWN, STREET FAIRE, PLACES TO EAT, PLACES TO SHOP, SERVICES, DIRECTIONS.

The main content area features a section titled "Friends, Family, Community and the Magic of Live Music" with a paragraph: "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."

Below this, there's a row of links: Directions, Take the Shuttle, Leave Your Car at Home, Times, Rules & FAQs, Auto Parking, Bicycle Parking, Volunteer Opportunities, Media Inquiries.

A featured article for "MarchFourth" (Marching Funk Circus) is highlighted. It includes a photo of the group performing and text describing them as a joy-inducing force of entertainment. A date badge indicates "JULY 19".

To the right of the article is a sponsor banner for "FETZER" with the tagline "PIONEERS IN SUSTAINABILITY" and "Proudly Serving Excellent Wines for the Street Faire".



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 presence on 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.
- 👍 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
- 👍 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 and BE
- 👍 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. These will be on LDBA's page from April through August.
- 👍 Photo posts to both Facebook and Instagram recognizing your sponsorship
- 👍 Access to VIP area – up to 6 people for all concerts
- 👍 Free booth throughout the season

Good Buddies \$3,500

- 👍 2 Barricade signs (8ft.)
- 👍 Street Faire website linking ad
- 👍 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 ad
- 👍 Access to VIP area – up to 2 people for 3 concerts

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.



LOUISVILLE DOWNTOWN

Street Faire

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downtownlouisvilleco.com/street-faire