

*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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JUNE 17•24
JULY 8•15•22•29
AUG 5•12

About **The Street Faire**

For over 20 years, thousands of people gather every Friday from June through August to enjoy all the festivities of the Louisville Street 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 our galleries.

But in December we almost lost all of that due to the devastating Marshall Fire that swept through our community and destroyed so much. As part of the ongoing efforts to support those impacted by the Marshall Fire, this year's Street Faire is dedicated to helping our friends, families, and businesses find the resources they need to rebuild and recover. We encourage all who attend the Faire to contribute to donation jars that will be placed at the drink and ticket stations throughout the season. We are also looking at other fundraising and charitable activities that could include sponsors and vendors. We hope that you will participate.

Thank you for your support.

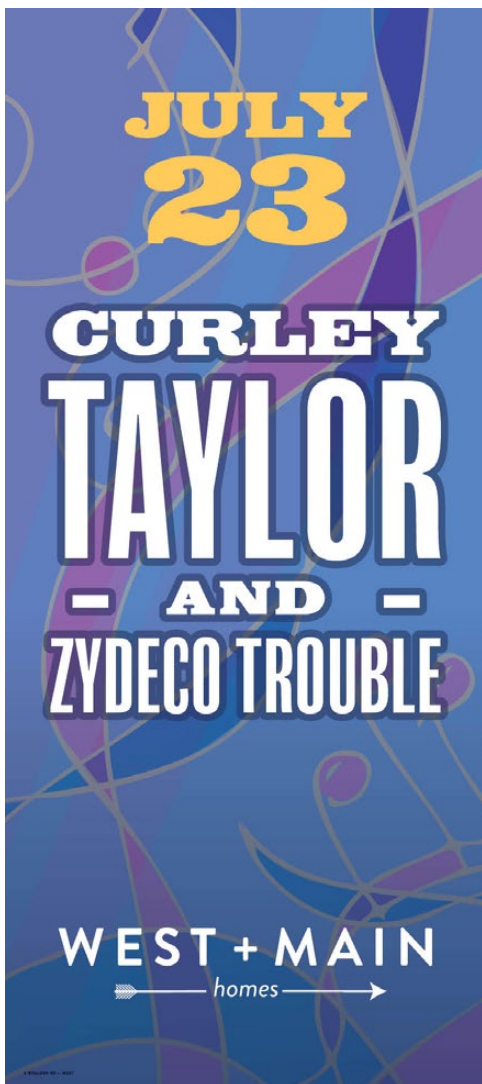
THE LOUISVILLE DOWNTOWN BUSINESS ASSOCIATION

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



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.)
- 👍 3 Barricade signs (8ft.)
- 👍 Street Faire website linking ads- priority placement
- 👍 Logo in 4 full page, full 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
- 👍 A 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 Street Faire site from April through August
- 👍 Photo posts to both Facebook and Instagram recognizing your sponsorship
- 👍 Free booth throughout the season
- 👍 Free meal card from participating food vendors
- 👍 Free drink tokens

BFFs \$5,000

- 👍 Choice of Beer Tent banner or 2 Street banners (McCaslin, S. Bldr. 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
- 👍 Free drink tokens
- 👍 Free meal card from participating food vendors

Good Buddies \$3,000

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

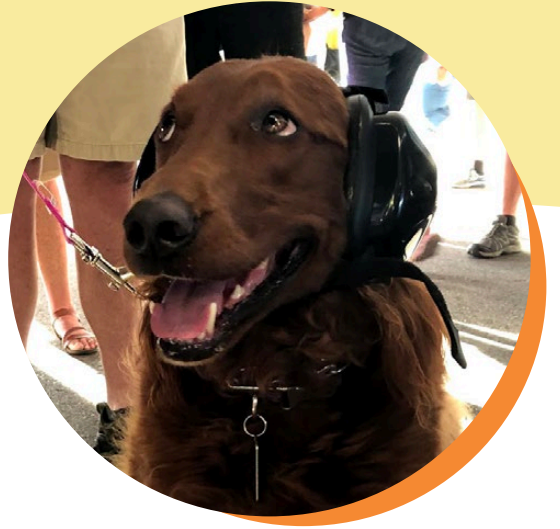
Kind Friends \$1,000

- 👍 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