

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

LOUISVILLE
20 **Street Faire** 24
DOWNTOWN

Sponsorship Opportunities



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

CONTACT
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JUNE 14•21•28
JULY 12•19•26
AUG 2•9

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



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 the **Daily Camera, Hometown Weekly, Longmont Times-Call** and the **Broomfield Enterprise**.

We've got you covered in a cross-section of reach and demographics with your logo on full page, 4-color ads in the Friday Magazine of the Daily Camera, the Colorado Hometown Weekly, Broomfield Enterprise and Longmont Times-Call. In addition your logo will be placed on full page ads in the Daily Camera music event issue in May, the Colorado Daily concert edition and the Loveland Reporter Herald Arts & Entertainment concert edition.

**THIS FRIDAY
DJ Williams**

LOUISVILLE
Street Faire
DOWNTOWN

Hot Summer Lineup

- 6.16 Hot Buttered Rum
- 6.23 Dumpstaphunk
- 6.30 Shakedown Street
- 7.14 The Petty Nicks Experience
- 7.21 Gasoline Lollipops
- 7.28 Shemekia Copeland
- 8.4 DJ Williams
- 8.11 Black Joe Lewis

5:30-9:30PM
• STEINBAUGH PAVILION •
DOWNTOWN LOUISVILLE

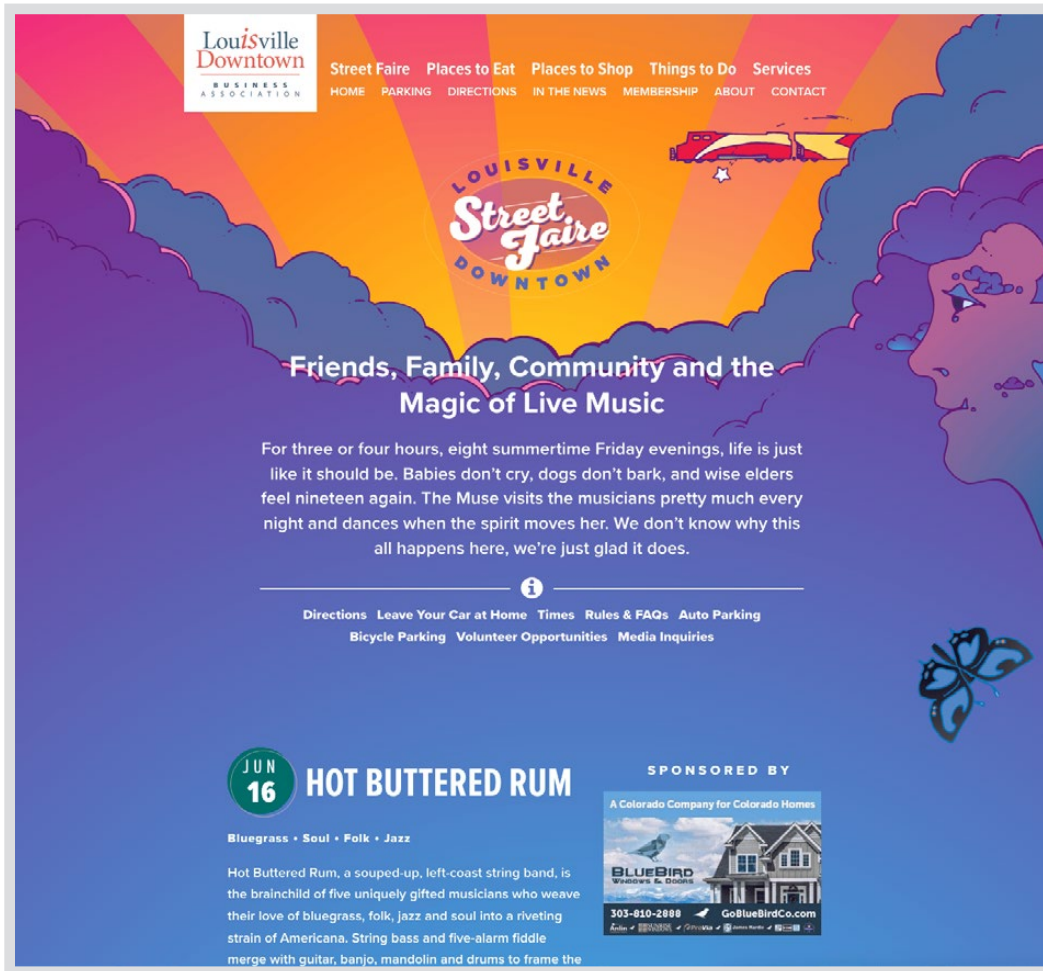
City of Louisville
Louisville Downtown Business Association

Thank you to our Sponsors!

Mountain View
Fowler
Camera
specialty appliance

details about bands and more @
www.downtownlouisvilleco.com

Premium Exposure online and in social media



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



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.



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downtownlouisvilleco.com/street-faire

Louisville
Downtown
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