

friends, family, fun and the magic of live music



SPONSORSHIP OPPORTUNITIES

JUNE
13•20•27

JULY
11•18•25

AUG
1•8

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



CONTACT

Marilyn Davenport
marilyndave@gmail.com



About The Street Faire

**We're celebrating
twenty-five years
of Music, Magic
and Fun.**

For twenty-five years The Street Faire has given tens of thousands of people a special place to hear great music and gather with friends and family.

We started as a small community event with the intention to provide nationally known bands that you wouldn't see or hear at other local summer concert series and a place where people relax, enjoy the food and drink and share a safe, friendly gathering experience.

Since then, we've maintained that mission and brought to Louisville and the entire Boulder County area, a host of fabulous bands from across the nation as well as some local, well-known names. From Hazel Miller, Firefall, and Samantha Fish to Nitty Gritty Dirt Band, Spin Doctors and Gin Blossoms, we've prided ourselves on showcasing a musically diverse lineup including zydeco, blues, rock, jam, funk and more.

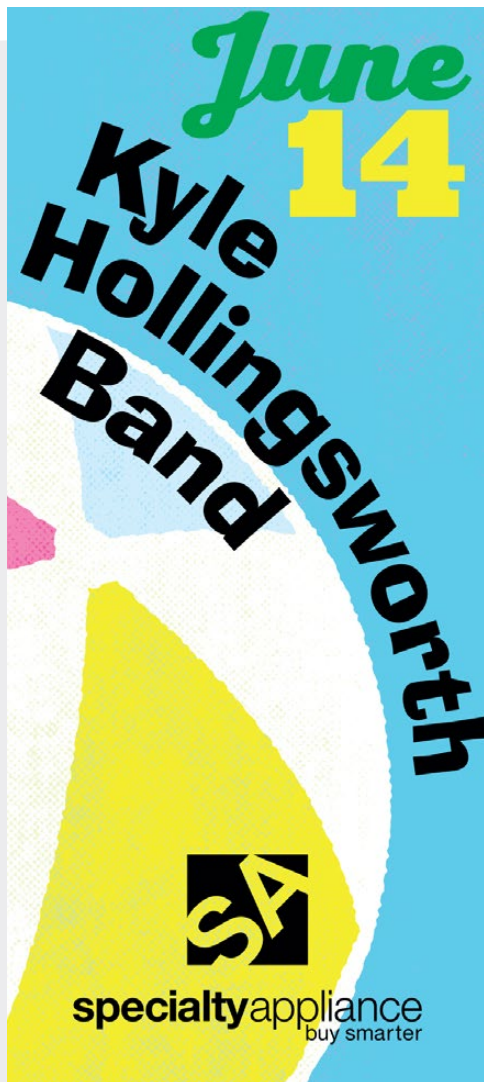
And as the crowds grew, so did the Street Faire, each year offering another great lineup. We didn't let the rain or wind or storms stop us from putting on the show. And it didn't stop the crowds from coming either.

For that we thank you, each and every one of you, who have attended, sponsored, participated as a vendor, volunteered or just walked through to check it out. You have made the Street Faire what it is today, a family-friendly, small-town experience with a community spirit that just won't quit.

So come celebrate our twenty-five years of musical magic this summer. We promise to give you a memorable, long-lasting experience for years to come.

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'

We provide an unparalleled experience through collaborative efforts, streamlining communication, and managing expectations.

REMODELS.
ADDITIONS.
CUSTOM HOMES.

PCB
PETRA CUSTOM BUILDERS
DESIGN. BUILD. INSPIRE.

720.291.7918

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.

LOUISVILLE
Street Faire
DOWNTOWN

Sweet Summer Sounds

- 6.14 Kyle Hollingsworth Band
- 6.21 The Record Company
WITH ERIC JOHANSON
- 6.28 Pimps of Joytime
- 7.12 DeadPhish Orchestra
- 7.19 Stone Beat Invasion
- 7.26 The Lil Smokies
WITH DANNY SHAPER
- 8.2 Deborah Stafford
and the Night Stalkers
- 8.9 Molly Hatchet
WITH PULL BELLY

PHOTO: JEN ROSENTHAL

This
FRIDAY
The Record Company
+ ERIC JOHANSON

Music starts at 6pm

THANK YOU TO OUR SPONSORS

City of Louisville Louisville Downtown BUSINESS ASSOCIATION Camera FCB MOUNTAIN HIGH Fowler speciality popcorn ALLIANCE COOP

DOWNTOWN LOUISVILLE 5:30-9:30PM

FREE CONCERTS! for more details go to www.downtownlouisvilleco.com

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

Savor the Sweet Sounds of Summer!

For eight Friday evenings in summer, Front Street comes alive with the magic of friends, family, community and live music. Life is sweet, and the musicians wrap the night with their warm embrace. Sparks fly off heels, hips twirl in the softly fading light, and friends share a moment of reunion in the street. It's a spirit not to be missed and for some strange and mystical reason, it happens right here.

Directions **Leave Your Car at Home** **Times** **Rules & FAQs** **Auto Parking**
Bicycle Parking **Volunteer Opportunities** **Media Inquiries**

JUN 28 PIMPS OF JOYTIME

Rock • Blues • Soul • Funk

An amalgamation of New Orleans and Bay Area funk elements juxtaposed with Brooklyn's indie DIY ethos, Pimps of Joytime mirror the diversity of their communities and eclectic generational tastes. Traditionally, their music has always ignored established norms and colored outside the lines, and you can always expect the band to deliver an incendiary live show with swaggering confidence and

SPONSORED BY

COOPER
BUILDING GROUP.COM
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Proudly Supporting the Street Faire!

The Street Faire Web Page averages over 35,000 unique page views thru the Summer. Rotating banner ads and your logo both connect directly to your website for maximum visibility. We offer 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. 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

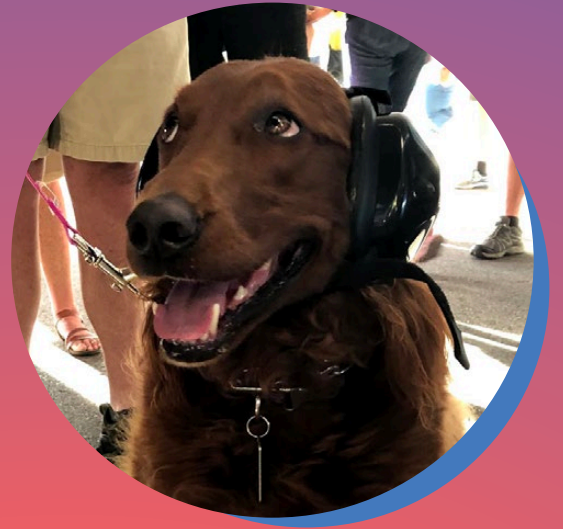


To learn more about the Street Faire and to see all of our sponsors, go to our website, downtownlouisvilleco.com/streetfaire



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.



downtownlouisvilleco.com/street-faire

LouisvilleDowntown
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.