

FRIENDS, FAMILY, FUN AND

THE MAGIC OF LIVE MUSIC



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JUNE
12•19•26

JULY
10•17•24•31

AUG
7

SPONSORSHIP OPPORTUNITIES

CONNECT WITH THE COMMUNITY

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

CONTACT

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About The Street Faire

Music, Magic and Fun.

For over 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 enjoy our 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.



Premium Exposure online and in social media

The Street Faire web page is **visited by over 35,000 people** thru the Summer, and gets over 65,000 unique page views.

The screenshot shows the Louisville Downtown Street Faire website. At the top is the Louisville Downtown Business Association logo and a navigation menu with links: Street Faire, Places to Eat, Places to Shop, Things to Do, Services, HOME, PARKING, DIRECTIONS, IN THE NEWS, MEMBERSHIP, ABOUT, and CONTACT. The main content area features a large graphic of a red, white, and blue ice cream cone with the 'Louisville Street Faire DOWNTOWN' logo. To the left of the cone is the text 'Savor the Sweet Sounds of Summer!' followed by a paragraph about the event. Below this is a section titled 'JUN 28 PIMPS OF JOYTIME' with details about the band and their music. To the right of this section is a 'SPONSORED BY' section featuring a Land Rover Flatirons SUV. A rotating banner ad is visible at the bottom of the page.

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.



Premium Exposure on stage

**Take it to the next level, and get up there with the band!
Make your brand unforgettable with onstage placement.**

— 34' —



★ ★ ★ ★ **Four spaces available only on the backdrop**

Sponsorship Levels



Superstars \$15,000

★ ★ 4 SPACES ONLY ★ ★

- 👍 Your logo on the Street Faire stage backdrop
- 👍 Your logo on 2 Downtown Street Faire Lineup Pole Banners
- 👍 Plus everything the Champions get!

Champions \$10,000

- 👍 2 Street Pole 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 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

BFFs \$5,000

- 👍 Choice of Beer Tent banner or 2 Street Pole 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
- 👍 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.