

# 2020

## Sponsorship & Advertising Opportunities

A Total Marketing Resource/Program/Event Sponsorship and Advertising Opportunity for **Chamber Members**

### Events include:

- ♦ *Lafayette Oatmeal Festival*
- ♦ *Chamber Dinner*
- ♦ *July 4th Celebration*
- ♦ *Black Diamond Golf Tournament*
- ♦ *Lafayette Peach Festival*
- ♦ *Lafayette Brew Fest*





## **Sponsorship Packages & Advertising Opportunities for Chamber Members Only**

As you plan for 2020, the Lafayette Chamber / Special Events would like for you to consider unique ways to promote your business. The Lafayette Chamber depends on business sponsorships to provide services and benefits and to promote Lafayette through our successful community events.

The Chamber/Special Events are locally and regionally recognized as the best along the entire Front Range. Attendance last year: Oatmeal—3500, July 4th—5000-7000, Peach Fest—20,000 and Brew Fest—2600. As a sponsor, your name will literally be seen by thousands of residents and visitors to Lafayette. We can bill you in two or four installments and accept cash, checks and Visa/MasterCard/American Express.

Please look over the levels in this packet carefully, as they have changed. You can sponsor many events in one of our packages or just sponsor a specific event. Sponsorship and Membership in the Chamber are separate.

**Deadline for inclusion in our first event (Lafayette Oatmeal Festival)  
is October 25, 2019 for certain advertising due dates**

For more information, please contact: Lafayette Chamber of Commerce  
P.O. Box 1018, Lafayette, CO 80026  
303-666-9555 fax: 303-666-4392 [events@lafayettecolorado.com](mailto:events@lafayettecolorado.com)  
[www.lafayettecolorado.com](http://www.lafayettecolorado.com)

# Where We Market!

## Newspapers

13+ ads in the following newspapers:

Daily Camera  
Broomfield Enterprise  
Colorado Hometown News  
Denver Post

## Print Media

Boulder Magazine  
Yellow Scene  
Kid's Pages  
Colorado Runner Magazine  
Rec. Center Guide

## Local News Outlets—

Our 4 major events had several articles published before and after each event along with postings from:

Things to do this weekend—Channel 2

4 Fun Things to do this weekend—Channel 4

Denver7 list of the 7 best things to do in Denver this weekend—Channel 7

9 Things to do in Colorado this weekend—Channel 9

Weekend Events Fox 31—Channel 31



Celebrate July 4 segment on Channel 4  
aired on June 20<sup>th</sup> and June 26, 2019



Brew Fest Segment on Channel 2  
Daybreak show  
Aired on September 12, 2019



- ◆ City Update mailed to 13,000 homes
- ◆ Lafayette Chamber Business Directory
- ◆ Lafayette Chamber website
- ◆ City of Lafayette website
- ◆ Posters in area businesses
- ◆ Chamber newsletter inserts
- ◆ Chamber electronic emails
- ◆ Online Event Calendars in Boulder/Denver
- ◆ Press release mailed to area  
Television, Radio Stations, Newspapers/  
Magazines.
- ◆ Facebook posts



## SPONSORSHIP PROGRAMS

We welcome sponsorship at any level of support. We value your decision to invest in the Lafayette Chamber of Commerce and appreciate your generous donations.

We are committed to affording you and your company the maximum visibility and benefit.

### PRESENTING Sponsor—\$4,500 For Peach Festival or July 4th

#### Print Media:

- ◆ Company name listed as the Presenting Sponsor for **Peach Fest or July 4th**
- ◆ Company name & logo on **ALL** print /electronic promotional material for **ALL Special Events**—Oatmeal, July 4th, Peach and Brew Fest
- ◆ Company logo on cover of 2020 Chamber Directory and Online Edition
- ◆ Enhanced listing in 2020 Chamber Directory
- ◆ Press Release about your Sponsorship

#### Onsite:

- ◆ Complimentary booth space at **ALL** Special Events
- ◆ Company logo displayed at **ALL** Special Events and Black Diamond Open Golf Tournament
- ◆ Major Sponsor—Black Diamond Open Golf Tournament. *Includes a Hole, Skill Hole & Cart Sponsorship; Display of company logo; Major Sponsor flag; presence on Hole In One; company name displayed on registration form, golfers' goodie bags and at the lunch*
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 4 free tickets to Annual Dinner

#### Website:

- ◆ Company logo and link on website home page and Facebook
- ◆ Enhanced Website Directory listing
- ◆ Banner Ad—Home Page

#### Bonus:

- ◆ Your name seen by **33,000** attendees for **ALL** events

## PLATINUM Sponsor—\$3,500

### Print Media:

- ◆ Company name & logo on **ALL** print /electronic promotional material for **ALL Special Events**—Oatmeal, July 4th, Peach and Brew Fest
- ◆ Company logo on cover of 2020 Chamber Directory and Online Edition
- ◆ Enhanced listing in 2020 Chamber Directory

### Onsite:

- ◆ Complimentary booth space at **ALL** Special Events
- ◆ Company logo displayed at **ALL** Special Events and Black Diamond Open Golf Tournament
- ◆ Exclusive Tee or Green recognition on 3 premium holes in Black Diamond Golf Tournament
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 4 free tickets to Annual Dinner

### Website:

- ◆ Company logo and link on website home page and Facebook
- ◆ Enhanced Website Directory listing
- ◆ Banner Ad—Search Pages—**NEW**

### Bonus:

- ◆ Your name seen by **33,000** attendees for **ALL** events

## 2020 EVENTS

Sponsoring a special event offers a variety of levels of publicity for your organization and provides a visible sign of your support for business in the community. Chamber events may be just be the answer.



Quaker Oatmeal Festival, January 11, 2020



Annual Dinner/Awards Ceremony,  
March 5, 2020

July 4th Celebration, July 4, 2020

Black Diamond Golf Tournament, July 24, 2020



Membership BBQ, TBD

Peach Fest, August 15, 2020

Lafayette Brew Fest, September 12, 2020

Breakfasts, Lunches, Networking Mixers are  
monthly throughout the year



## GOLD Sponsor—\$2,500

### Print Media:

- ♦ Company name & logo on **ALL** print /electronic promotional material for **2 Special Events**—Oatmeal, July 4th, Peach or Brew Fest
- ♦ Company logo on cover of 2020 Chamber Directory and Online Edition
- ♦ Enhanced listing in 2020 Chamber Directory

### Onsite:

- ♦ Complimentary booth space at **2** Special Events
- ♦ Company logo displayed at **2** Special Events and Black Diamond Open Golf Tournament
- ♦ Major Sponsor for the Black Diamond Golf Tournament
- ♦ 4 golfers in the Black Diamond Golf Tournament
- ♦ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ♦ 4 free tickets to Annual Dinner

### Website:

- ♦ Company logo and link on website home page and Facebook
- ♦ Enhanced Website Directory Listing

**Bonus:** Your name seen by up to **25,000** attendees for **2** events

## SILVER Sponsor—\$1,500

### Print Media:

- ♦ Company logo on **ALL** print /electronic promotional material for **2 Special Events**—Oatmeal, July 4th, Peach or Brew Fest
- ♦ Company logo on cover of 2020 Chamber Directory/Online Edition

### Onsite:

- ♦ Company logo displayed at **2** Special Events and Black Diamond Open Golf Tournament.
- ♦ Major Sponsor for the Black Diamond Golf Tournament
- ♦ 4 golfers in the Black Diamond Golf Tournament
- ♦ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ♦ 4 free tickets to Annual Dinner

### Website:

- ♦ Company logo and link on website home page and Facebook
- ♦ Enhanced Website Directory listing.

### Bonus:

- ♦ Your name seen by up to **25,000** attendees for **2** events.

## RUBY Sponsor—Peach Only—\$1,500

**Non Chamber Member add \$300.00**

**Print Media:**

- ♦ Company logo displayed in all print /electronic promotional material for **PEACH ONLY!**

**Onsite:**

- ♦ Complimentary booth space at **PEACH ONLY**
- ♦ Company logo displayed at **PEACH ONLY**      **Bonus:** Your name seen by up to **20,000** attendees

## BRONZE Sponsor—\$1,000

**Print Media:**

- ♦ Company name & logo on **ALL** print /electronic promotional material for **1** Special Event—Oatmeal, July 4th, Peach or Brew Fest

**Onsite:**

- ♦ Peak Sponsor for the Black Diamond Golf Tournament
- ♦ 2 golfers in the Black Diamond Golf Tournament
- ♦ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ♦ 2 free tickets to Annual Dinner

**Bonus:** Your name seen by up to **20,000** attendees for **1** event

## BLACK DIAMOND GOLF TOURNAMENT Sponsor

- ♦ Major \$500  
Includes a Hole, Skill Hole & Cart sponsorship, display of company logo. Major sponsor flag, presence on Hole in One, company name displayed on registration form, golfers' goodie bags and at the lunch.
- ♦ Peak \$300  
Includes Green Sponsor and 2 cart sponsors.

* Green	\$200	* Hole	\$100	* Individual golfer	\$110
* Hole & Cart	\$125	* Cart	\$ 50		

# JULY 4TH CELEBRATION PRESENTING Sponsor

## **Presenting Sponsor**

**\$4500**

See benefits under Presenting Sponsor on page 3

Also included:

- VIP Reserved Seating

## **Gold Salute Fireworks Sponsor**

**\$4000**

- ♦ Logo displayed in ALL print/electronic promotional material
- ♦ Logo displayed larger on Fireworks Sponsor Banner
- ♦ Complimentary booth space at July 4th
- ♦ 15 VIP Viewing / 15 Drink tickets

## **Silver Salute Sponsor**

**\$2500**

- ♦ Logo displayed in ALL print/electronic promotional material
- ♦ Logo displayed larger on Fireworks Sponsor Banner
- ♦ Complimentary booth space at July 4th
- ♦ 10 VIP Viewing / 10 Drink Tickets

## **All American Fireworks Sponsor**

**\$1500**

- ♦ Logo displayed in ALL print/electronic promotional material
- ♦ Logo displayed larger on Fireworks Sponsor Banner
- ♦ Complimentary booth space at July 4th
- ♦ 5 VIP Viewing / 5 Drink Tickets

## **Pop Rocket Fireworks Sponsor**

**\$500**

- ♦ Name displayed in ALL print / electronic promotional material
- ♦ Logo displayed on Fireworks Sponsor Banner

## **Stars and Stripes Band Sponsor**

**\$500**

- ♦ Name displayed in ALL print / electronic promotional material
- ♦ Logo displayed on Band Sponsor Banner

## **Sparkler Level**

**\$250**

- ♦ Name displayed on Band Sponsor Banner

## **Bonus:**

Your name seen by up to 7,000 attendees for 1 event



# LAFAYETTE BREW FEST Sponsor

## THE MASTER BREWER-PRESENTING SPONSOR—\$3500

### **Print Media:**

- ♦ Company logo/name as Presenting Sponsor on **ALL** print /electronic promotional material/ Lafayette Brew Fest
- ♦ Name printed as Presenting Sponsor on Souvenir Cups
- ♦ Press Release about your company as Presenting Sponsor

### **Onsite:**

- ♦ Company banner/logo displayed
- ♦ 2 Complimentary booth spaces

### **Website:**

- ♦ Company logo and link on website event page and Facebook

### **Bonus:**

- ♦ Complimentary 100 pours and 6 souvenir cups—Your name seen by up to 2,500 attendees for 1 event

## THE HOMEBREWER—\$500—Chamber Members Only

### **Print Media:**

- ♦ Company logo/name on **ALL** print /electronic promotional material for Lafayette Brew Fest

### **Onsite:**

- ♦ Company logo displayed
- ♦ 1 Complimentary booth space

### **Website:**

- ♦ Company logo and link on website event and Facebook

### **Bonus:**

- ♦ Complimentary 20 pours and 2 souvenir cups—Your name seen by up to 2,500 attendees for 1 event

## THE TASTER—\$250

### **Onsite:**

- ♦ Company logo displayed @ Brew Fest

**Bonus:** Your name seen by up to 2,500 attendees for 1 event

# LAFAYETTE CHAMBER SPONSORSHIP COMMITMENT

COMPANY NAME (as you want it to appear in advertising) \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

YES, I want to help support the Chamber by being a sponsor (*Check all that apply*)

## **PRESENTING Sponsor for July 4th and Peach Fest (\$4,500)**

\_\_\_\_ Platinum Sponsor (\$3,500)

\*All Events

\_\_\_\_ Gold Sponsor (\$2,500)

\*Pick 2 Special Events ☐ Oatmeal ☐ July 4th ☐ Peach ☐ Brew Fest

\_\_\_\_ Silver Sponsor (\$1,500)

\*Pick 2 Special Events ☐ Oatmeal ☐ July 4th ☐ Peach ☐ Brew Fest

\_\_\_\_ Ruby Sponsor (\$1,500)

\* Peach Only Additional \$300.00 for Non-Chamber members

\_\_\_\_ Bronze Sponsor (\$1000)

\*Pick 1 Special Event ☐ Oatmeal ☐ July 4th ☐ Peach ☐ Brew Fest

### **Black Diamond Golf Tournament**

\_\_\_\_ Major Sponsor/Black Diamond Golf Tournament (\$500)

\_\_\_\_ Peak Sponsor/Black Diamond Golf Tournament (\$300)

\_\_\_\_ Green Sponsor/Black Diamond Golf Tournament (\$200)

\_\_\_\_ Hole & Cart Sponsor/Black Diamond Golf Tournament (\$125)

\_\_\_\_ Hole Sponsor/Black Diamond Golf Tournament (\$100)

\_\_\_\_ Cart Sponsor/Black Diamond Golf Tournament (\$50)

### **July 4th**

\_\_\_\_ Gold Salute Fireworks Sponsor (\$4000)

\_\_\_\_ Silver Salute Sponsor (\$2500)

\_\_\_\_ All American Sponsor (\$1500)

\_\_\_\_ Pop Rocket Fireworks Sponsor (\$500)

\_\_\_\_ Stars and Strips Band Sponsor (\$250)

\_\_\_\_ Sparkler (\$250)

### **Brew Fest Sponsor**

\_\_\_\_ The Master Brewer (\$3,500)

\_\_\_\_ The Home Brewer (\$500) Chamber Member Only

\_\_\_\_ The Taster Sponsor (\$250)

TOTAL AMOUNT: \$ \_\_\_\_\_ I'VE ENCLOSED A CHECK \_\_\_\_\_ BILL ME \_\_\_\_\_

What month (s) would you like to be billed? \_\_\_\_\_

Please bill me in \_\_\_\_\_ 2 installments \_\_\_\_\_ 4 installments

\_\_\_\_ CHARGE IT \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_ AMERICAN EXPRESS

CARD NUMBER: \_\_\_\_\_ EXP. DATE \_\_\_\_\_ 3 Digit Security Code \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_

Mail or fax your completed form to:  
Lafayette Chamber, P.O. Box 1018, Lafayette, CO 80026  
303-666-9555 FAX: 303-666-4392

*A high resolution or JPG. logo (color or black & white) must be e-mailed to [events@lafayettecolorado.com](mailto:events@lafayettecolorado.com)*



