



2018 OCC WestFest Sponsorships

On Sunday, June 17 the Old Colorado City Foundation presents the first annual WestFest in Bancroft Park. The event will highlight the culture of the Westside of Colorado Springs including a Main Stage programmed with local bands, an Art Stage with live demonstrations from local gallery artists, a Kids Zone, local artisans, breweries and restaurants.

This year's event will feature:

- Artisan Market
- On-site food and drink
- Live Music
- Family Fun Zone with Face Painting, Games, Art Projects and More!
- Brews and Food from local breweries and restaurants



WHY SPONSOR WESTFEST?

Our neighbors are your customers. The Westside is the best side!

Sponsorship support of the 2018 WestFest is a highly affordable opportunity for your business to show your commitment to community and connect with families from throughout Westside neighborhood. Nurture existing and develop new customer relationships through support of this new community event by aligning your brand with the Old Colorado City Foundation and the mission to create a better neighborhood for the Westside.

In a 2016 survey, the Event Marketing Institute found that 74 percent of consumers are more likely to buy products after exposure to a branded event marketing experience. Use the clout you earn as a sponsor to grow your reputation in your community.

An event sponsorship introduces your brand to a large, in person audiences who may not have heard of your business. The bigger the event, the more press and social media mentions you get before, during, and after the event day. Our sponsorships offer several marketing opportunities to boost your brand recognition throughout the community.

Strengthening your business image is one of the most valuable benefits of sponsoring an event. Customers are loyal to brands that care about spreading positive messages and invest in the community. Partnering your business to a worthy cause can draw lasting support and media attention, a proven positive ROI.

Local community involvement sets your business apart from similar and larger brands. Customers have more incentive to support your business if you're invested in the local community. The Westside is one of the oldest and most eclectic neighborhoods in Colorado Springs. Located in close proximity to downtown, it hosts historic homes and the many unique and quaint shops of Old Colorado City. A long history of diverse personalities lives on here, and the residents are young, hip, and trendy.

The Old Colorado City Foundation's Mission

The Old Colorado City Foundation (OCCF) is a nonprofit foundation founded in 2013 with the mission to preserve the past while planning for the future. The OCCF will promote, preserve, and enhance the historic integrity of the Old Colorado City Historic District of Colorado Springs, CO. In collaboration with local partners, the Foundation will serve as a catalyst for beautification, improvement and economic promotion to encourage the development of OCC as a premiere shopping, dining, art and recreation district in Colorado Springs.

TITLE SPONSOR (1)

\$4800 OCCA Member / \$5000 Non-member

Title Rights

- Sponsor name associated with event name and logo throughout promotional season, in nearly all applications*
 - i.e. "The 2018 SPONSOR WestFest"
 - *Exception when event logo only is used, where scale is restrictive, or where design deems it more appropriate to show name and logo separately
 - Title Rights to Main Stage

Marketing Benefits

Sponsor logo also included on all promotional materials where all sponsors and levels are defined.

- Logo or name on all print and e-marketing materials. Quantities listed are approximate.
 - Event Posters (150)
 - Event Postcards (1000)
 - Media Advertising
- Logo or name in all pre-event e-promotions
- Logo on event website with link to sponsor site
- Ad placed on event website with link (optional, ad provided by Sponsor)
- Logo or name in minimum of 25 social media posts on WestFest facebook and event page, combined
- Name recognition on all press release(s)
- Opportunity to collaborate on special event promotions (to be determined in partnership with event committee)



Onsite Benefits

- Exclusive recognition on all event signage associated Main Stage
- 10x10 space at event (tent and supplies provided by sponsor)
- 3 branded banners at event (provided by sponsor)
- Logo or name on promotional materials distributed and/or sold at event
- Logo or name on select event signage
- Opportunity for to contribute sponsor comments from main stage
- Name mention by emcee from stage during event



PRESENTING SPONSOR (limited to two)

\$2300 OCCA Members/ \$2500 Non-member

Presenting Sponsor Rights

- Sponsor logo featured prominently under headline “Presented by” on all core promotional material and in e-promotions where relevant and design-compatible
- Sponsor name or sponsor logo can be used interchangeably on promotional materials, depending on scale and application.

Marketing Benefits

- Logo or name on all print and e-marketing materials. Quantities listed are approximate.
 - Event Posters (150)
 - Event Postcards (1000)
 - Media Ads (valued at \$TBD)
- Logo or name in all pre-event e-promotions
- Logo on event website with link to sponsor site
- Ad placed on event website with link (optional, ad provided by Sponsor)
- Logo or name in minimum of 20 social media posts on WestFest and event pages, combined
- Name recognition on all press release(s)
- Opportunity to collaborate on special event promotions (to be determined in partnership with event committee)

Onsite Benefits

- Option to select a **Featured Activity** to sponsor (see list below)
- Logo on Featured Activity signage
- 10x10 space at event (tent and supplies provided by sponsor)
- Branded banner (from Sponsor) displayed in designated sponsored area
- Exclusive recognition on all event signage associated sponsored area
- Opportunity for Sponsor Representative to contribute sponsor comments from main stage during event
- Name mention by emcee from stage during event



CHOOSE A FEATURED ACTIVITY TO SPONSOR:

Each **Presenting & Associate Sponsor** will have the option to link its sponsorship with one of the following event activities and receive recognition, such as “*Live Music sponsored by SPONSOR NAME*” or “*Family Fun Zone sponsored by SPONSOR NAME*”. These allocations will be filled on a first come, first served basis as sponsorships are confirmed.



1. Family Fun Zone
2. Artisan Market
3. Art Stage
4. Band/Live Music
5. Beer Garden
6. Food Area



ASSOCIATE SPONSOR (non-sales)

\$800 OCCA Member / \$1000 Non-member

Marketing Benefits**

- Logo or name in select print and e-marketing materials
 - Event Posters (150)
 - Event Postcards (1000)
 - Media Ads (valued at \$TBD)
- Logo or name in select pre-event e-promotions
- Logo on event website with link to sponsor site
- Logo or name in minimum of 10 social media posts on WestFest page
- Name recognition on all press release(s)
- Opportunity to collaborate on special event promotions (to be determined in partnership with event committee)

Onsite Benefits

- Option to select a **Featured Activity** to sponsor (see list above)
- 10x10 space at event (tent and supplies provided by sponsor)
- Branded banner displayed at event (*provided by sponsor*)
- Name mention from stage during event
- Exclusive recognition on all event signage associated sponsored area



CORPORATE EXHIBITOR

\$500 OCCA Member / \$650 Non-member

Marketing Benefits**

- Logo on event website with link to sponsor site
- Opportunity to collaborate on special event promotions (to be determined in partnership with event committee)

Onsite Benefits

- 10x10 space at event (tent and supplies provided by sponsor)

CELEBRATE THE WESTSIDE

For more information, or to confirm your intention to be an event sponsor, contact Lauren Ripko at lauren@studioevents.com