

Denver Days Fall Festival Sponsorship Opportunities

Denver Days, a non-profit organization of community and business leaders, is dedicated to enhancing the quality of life for the residents of eastern Lincoln County and to promoting growth for area businesses. In October 2003, the first Denver Days Fall Festival was held, with over 12,000 attendees who enjoyed music, food, children's rides and exhibits by local craftsmen and businesses.



The festival has become a popular community event and has attracted families from many North Carolina communities. The festival gives businesses and residents an opportunity to showcase our eastern Lincoln County community, with thousands of people attending, and all revenue generated toward the development of a community park. Headed by the Denver Lake Norman Rotary Club, all proceeds from Denver Days will be earmarked for design and construction of the "East Lincoln Rescue Park" to provide recreational opportunities for the community.

Potentially, over 40,000 people will attend the event. With local bands & entertainers, fun amusement rides, artisans, craft vendors and lots of great food, this is a great opportunity to promote your business. The festival is the biggest annual event in Lincoln County and the West Lake Norman area. The fast growth of East Lincoln County and the surrounding area has fueled the huge increase in attendance and interest in the Denver Days Fall Festival making it a great opportunity for local businesses to show their support and involvement in the community by becoming a sponsor of the event!



Payment is due with signed contract and may be made by Check or Money Order Payable to:

Denver Days, Inc.

*****Sponsorships are not refundable after 7 days*****

Signed Sponsor Agreement Contracts along with payment should be sent to the following address:

**Denver Days, Inc.
P.O. Box 1701
Denver, NC 28037**

Denver Days Fall Festival General Sponsorship Agreement

SPONSOR:

This Agreement is made this _____ day of _____, 2011 between _____ (“Sponsor”) and Denver Days, Inc. (“Denver Days”)

WHEREAS, the Sponsor desires to have an affiliation with the Denver Days Fall Festival held at the location Denver, NC Hwy 16 & St. James Church Rd.(hereinafter “the Event”) and whereas Denver Days, Inc. manages and controls the Denver Days Fall Festival;

WHEREAS, for valuable consideration, the parties agree as follows:

1. DENVER DAYS FESTIVAL EVENT - September 28th - October 1st 2011.
2. OBLIGATIONS OF DENVER DAYS, INC.

Denver Days, Inc. agrees that it is responsible for providing the promotional products and services indicated by the “X” marks in the column for the level of sponsorship selected in the chart below and corresponding with the agreed upon dollar amount of this contract. The specific details of the promotional products and services are as described in section 3 of this contract.

Level of Sponsorship indicated by a mark at the top of one column in the chart below:

Event or Item	<input type="checkbox"/> Gold \$2500+	<input type="checkbox"/> Special \$1500+	<input type="checkbox"/> Bronze \$ 500+	<input type="checkbox"/> Friend \$ 250+
Premium Booth or 20’ x30’ display area	10’ x 20’			
Premium Booth		10’ X 10’		
Denver Days.com Home Page	X	X		
Food Court Fence Banner *	X	X		
Entrance Banners * Gold 3x6 size & Special 2x4	X	X		
Sponsor Board	X	X	X	
Event Program *	Logo	Logo	One-liner	One-liner
Denverdays.com Sponsor Page	X	X	X	X
Local Paper Pull-out Section * Denver Weekly, Mooresville Weekly, Herald Weekly (Huntersville)	X	X	X	X

* Signed contract and payment prior to print deadlines
Event Program – August 24th; Local Paper Pull-out – September 15th

Suggested Special Event Sponsorships:

- Entertainment stage (3 sponsors) banner on stage
- Food Court (2 sponsors) banner on each end of tent
- Denver’s Got Talent
- Special Needs Kid’s Day
- Hwy. 16 Pedestrian Walkway (3 sponsors) banner at each side of highway

Denver Days Sponsorship Package:

3. DETAILS OF PROMOTIONAL PRODUCTS AND SERVICES

3.1 - Premium Booth at Festival

Premium vendor booth spaces, (Gold and Special), are located in high-traffic, high visibility areas of the festival fairgrounds. These spaces are generally on main aisle-ways and closer to the main performance stage and entry area of the festival. Sponsor to be given choice of booth space.

3.2 –Banners

Park Entrance banners will be located in high-traffic areas to display the banners of Gold and Special level sponsors. Gold level sponsors are provided with a 3' x 6' color banner, Special level sponsors are provided with a 2' x 4' color banner.

3.3 - Denver Days Inc. Print Advertising

Sponsors will be prominently shown in the two main publications: The Denver Days Event Booklet and the local newspaper pull-out publication.

The Denver Days Event Booklet is a full-color, 12 page publication with information on Denver Days, the East Lincoln Rescue Park, rides, special events during Denver Days, a map and schedule of events, etc. This will be produced in quantity of 10,000 and distributed 2 weeks prior to Denver Days to area merchants for pick up by residents. The remainder will be distributed during parking and at the Rotary welcome tent entering the festival. Sponsors will be prominently featured as supporters of Denver Days.

The Denver Weekly, Mooresville Weekly and Huntersville Weekly newspapers will produce an 8 page pull-out section the week prior to Denver Days. This section will have articles about Denver Days and the events during the festival and 44,000 copies will be available in the Lake Norman area to include Denver, Mooresville, Davidson, Cornelius and Huntersville. Our sponsors will be prominent in this publication.

Please note deadline dates apply for both publications. The deadline for the Event publication is August 24th.

3.4 - DenverDays.com Home Page and Sponsor Page

DenverDays.com is the Internet home of the Denver Days Fall Festival. The web site is available to answer questions and promote the festival 24 hours a day 365 days a year. With over 28,000 hits and growing it's become an increasingly popular way for people to learn about the festival and its sponsors. The website is heavily promoted in most all Denver Days advertisements, posters, and news articles.

Gold and Special Sponsors are promoted on the home page of the DenverDays.com website with a graphic of their logo and name.

All sponsors are listed by sponsorship level on the Sponsor Page of the DenverDays.com website with a graphic of their logo and name.

Sponsors must provide their own high resolution graphic images. Sponsor's graphics are displayed on the DenverDays.com website

3.5 - Listing on Sponsor Board

A large banner will be located in the high traffic areas of the festival displaying your company name and sponsorship level of Bronze and above. Most festival attendees will see your association with this community event.

3.6 - Listing in Event Program

As a sponsor, your name, (or business name), will appear on the back cover of the festival event program. The program will include festival information, Denver Days festival schedule of events and a vendor location map. The event program will also be available at the Denver-Lake Norman Rotary Club information tent during the festival.

Reasons for Sponsorship

There are many different reasons for becoming a sponsor of an event.

A common view of sponsorship is as another form of advertising. From a strict advertising point of view sponsorship of the Denver Days Fall Festival offers a good value.

Sponsorship can provide a business with valuable benefits that would be difficult, if not, impossible, to achieve through mainstream advertising. Benefits such as:

- Credibility – association with a quality organization, individual, or event.
- Imitation – relates good credentials of the event to prospects/customers.
- Image transference – links product with a set of positive image qualities.
- Bonding – gains involvement of prospects/customers.
- Goodwill – establishes positive consideration from community involvement.
- Retention – generates enduring awareness and exposure.



Involvement in the local community through sponsorship of the Denver Days Fall Festival not only provides awareness of your businesses products or services to potential and existing customers but also provides the benefit of helping to develop positive and lasting attitudes about your business in the broad range of audiences that are critical to your success!