



Sponsorship Opportunities:

RidgeFest- September 8, 2018

Celebrating locally crafted Wheat Ridge



Ridge at 38 invites you to review the following sponsorship package. We look forward to discussing opportunities for building a mutually beneficial relationship. All sponsorships are developed with your goals in mind and can be adjusted to meet your specific needs.

Check out our video from the 2017 RidgeFest: <https://youtu.be/To8dyNdQQAA>

Partner with us to provide this free family-friendly event that has something for everyone.

Live Bluegrass Music

Chalk Art Festival

Cottage Food Contest

Artisan Marketplace

Classic Car Show

Kids' Area and More

About RidgeFest:

This free family-friendly event is an opportunity for the community to celebrate the heritage of Wheat Ridge and Ridge at 38. Through diverse offerings like a classic car show, an Artisan Marketplace, a Chalk Art Festival, Cottage Foods Contests, and Live Bluegrass Music, the event aims to satisfy enthusiasts of all kinds. With an attendance that reached approximately 6,500 people in 2017 and a projected attendance of 7,000 this year, it is one of Ridge at 38's largest events with a tremendous platform to engage and to interact with consumers.



About the Attendees:

This event attracts people from all over the Denver Metro area. According to the U.S. Census Bureau, the Denver Metro area median age is 37, 42.5% have a Bachelor's degree or higher and the median household income is \$69,205. The Criterium and Brewfest in particular attracts active, health conscious, young families and professionals that are engaged and care about their community.



About Localworks:

The Ridge at 38 events are presented by Localworks. Localworks is a 501(c)3 non-profit advancing a vibrant and sustainable Wheat Ridge. Defined by three pillars of action – Connect, Volunteer, Create – Localworks puts the power of change in the hands of the community, empowering all residents and businesses to take part in the future.

RidgeFest Exclusive Title Sponsor

Total Investment: \$12,000

- Recognition as Title Sponsor in all promotions
- Logo featured on two large over-the-street banners (front and back) for two weeks prior to the event on 38th Avenue – 17,000 impressions per day
- Title Sponsor logo featured on primary top stage signage for the 25 foot main stage (i.e. RidgeFest brought to you by: [Sponsor's logo])
- One (1) prominent banner space reserved for Title Sponsor's use on the stage front or sides
- Four (4) sponsor banners on event fencing in key locations
- Recognition as Title Sponsor in all traditional media announcements, including but not limited to: news releases, newsletter inserts, newspaper advertisements, magazines, etc.
- Title Sponsor logo featured on all event collateral (e.g. posters, banners, venue maps)
- Title Sponsor logo (and link to sponsor's website) featured on Ridge at 38 website(www.ridgeat38.com)
- Title Sponsor logo on Ridge at 38 Facebook page, which has 1,816 followers
- 10 VIP Tickets –includes: a beer ticket and access to VIP tent that has specialty food, beverages, and prime seating
- One (1) commemorative Ridge at 38 t-shirt
- Complimentary vendor booth space at event including one complimentary tent, table, and two chairs
- Title Sponsor profiled in a targeted blog post about RidgeFest on the Ridge at 38 website (www.ridgeat38.com)
- Industry Exclusivity may be negotiated if desired

The two 50 foot, front/back Over-the-Street Banners included in a Title Sponsorship span 38th Avenue in two separate sections (17,000 impressions per day)



RidgeFest Entertainment Sponsor (1 sponsorship available)

Total Investment: \$10,000

- Entertainment Sponsor logo featured on two large over-the-street banners (front and back) for two weeks prior to the event on 38th Avenue – 17,000 impressions per day
- One (1) prominent banner space reserved for Entertainment Sponsors use on the stage front or sides.
- Three (3) sponsor banners on event fencing in key locations
- Recognition as the Entertainment Sponsor for RidgeFest in all traditional media announcements, including but not limited to: news releases, newsletter inserts, mention during interviews with local and regional media outlets, newspaper advertisements, etc.
- Entertainment Sponsor logo (and link to sponsor's website) featured on Ridge at 38 website (www.ridgeat38.com)
- Entertainment Sponsor logo on Ridge at 38 Facebook page, which has 1,816 followers
- Entertainment Sponsor logo featured on all event collateral (e.g. posters, banners, venue maps)
- Complimentary vendor booth space at event including one complimentary tent, table, and two chairs
- Seven (7) VIP Tickets –includes: a beer ticket and access to VIP tent that has specialty food, beverages, and prime seating
- One (1) commemorative Ridge at 38 t-shirt

RidgeFest Stage Sponsor (2 sponsorships available)

Total Investment: \$5,000

- Stage Sponsor's name and logo featured as the title for the 25 foot main stage (e.g. The [Sponsor] Stage)
- One (1) prominent banner space reserved for Stage Sponsor's use on the stage front or sides.
- Two (2) sponsor banners on event fencing in key locations
- Recognition as the Stage Sponsor for RidgeFest in all traditional media announcements, including but not limited to: news releases, newsletter inserts, mention during interviews with local and regional media outlets, newspaper advertisements, etc.
- Stage Sponsor logo (and link to sponsor's website) featured on Ridge at 38 website (www.ridgeat38.com)
- Stage Sponsor logo on Ridge at 38 Facebook page, which has 1,816 followers
- Stage Sponsor logo featured on all event collateral (e.g. posters, banners, venue maps)
- Complimentary vendor booth space at event including one complimentary tent, table, and two chairs.
- Five(5) VIP Tickets –includes: a beer ticket and access to VIP tent that has specialty food, beverages, and prime seating
- One (1) commemorative Ridge at 38 t-shirt

RidgeFest Supporting Sponsor (Multiple Sponsorships available)

Total Investment: \$2,000

- Recognition as a Supporting Sponsor for RidgeFest in all traditional media announcements, including but not limited to: news releases, newsletter inserts, mention during interviews with local and regional media outlets, newspaper advertisements, etc.
- One (1) sponsor banner on event fencing in key locations
- Onsite promotion opportunity, including complimentary vendor booth
- Supporting Sponsor logo (and link to sponsor's website) featured on Ridge at 38 website (www.ridgeat38.com)
- Supporting Sponsor logo on Ridge at 38 Facebook page, which has 1,816 followers
- Supporting Sponsor logo featured on all event collateral (e.g. posters, banners, venue maps)
- Two (2) VIP Tickets –includes: a beer ticket and access to VIP tent that has specialty food, beverages, and prime seating
- One (1) commemorative Ridge at 38 t-shirt

Cottage Foods Showcase Sponsor (One Sponsorship available)

Total Investment: \$1,000

- Logo on our RidgeFest poster which is distributed around the Denver Metro Area
- 1 sponsor banner on event fencing in key locations
- Onsite promotion opportunity, including complimentary vendor booth space
- Logo on the Cottage Foods Showcase Banner that hangs in front of the tent during the competition at RidgeFest
- Social Media and website recognition as the Cottage Foods Showcase Sponsor

Classic Car Show Sponsor (One Sponsorship available)

Total Investment: \$1,000

- Logo on RidgeFest poster, which is distributed Denver Metro Area-wide
- One (1) sponsor banner on event fencing in key locations
- Onsite promotion opportunity, including complimentary vendor booth space
- Logo on the Classic Car Show Banner that hangs in front of the car show area at RidgeFest
- Social Media and website recognition as the Classic Car Show Sponsor



Kids' Area Contest Sponsor (One Sponsorship available)

Total Investment: \$1,000

- Logo on RidgeFest poster, which is distributed around the Denver Metro Area-wide
- One (1) sponsor banner on event fencing in key locations
- Logo on the Kids Area Banner that hangs in front of the tent at RidgeFest
- Social Media and website recognition as the Kids' Area Sponsor
- Onsite promotion opportunity, including complimentary vendor booth space

In-Kind Sponsor (Multiple Sponsorships available)

Total Investment: Varies

- We welcome and value all levels of in-kind sponsorships
- In-kind sponsors will be provided benefits based on the value of their donation

**Approximately 6,500
adults, families,
youth and
seniors attended
2017 RidgeFest**

Ridge at 38 .com



- **Carolyn Doran, Events Manager**

720-259-1030 cdoran@wearelocalworks.org

- **Chelsea Bunker, Community Engagement Coordinator**

720-259-1030 cbunker@wearelocalworks.org

All benefits can be guaranteed if confirmed by July 17th

We are happy to customize a package to better fit your needs. Please contact Carolyn.