

Sponsorship Opportunities **2014**

Welcome to Downtown Boulder!

Downtown Boulder Snapshot



Pearl Street Mall is a top rated regional tourist attraction.

1.8 million annual visitors

188 shops and galleries

110 restaurants, cafes & coffee shops

*"America's Foodiest Town"
– Bon Appétit Magazine*

*America's top rated
Farmers' Market*

Boulder is the most active, affluent and educated city in America. And there is no place that captures the flavor of Boulder more than our amazing downtown. Renowned nationally as a model of success, downtown is the first place where locals, students and nearly two million visitors come to shop, dine and play each year.

The Downtown Boulder brand is strong and our award-winning special events offer sponsors the best way to connect with our sophisticated consumers. The wide array of event options produced by Downtown Boulder, Inc. (DBI) allows you to narrow your focus and reach the specific target market that is the best fit for your company.

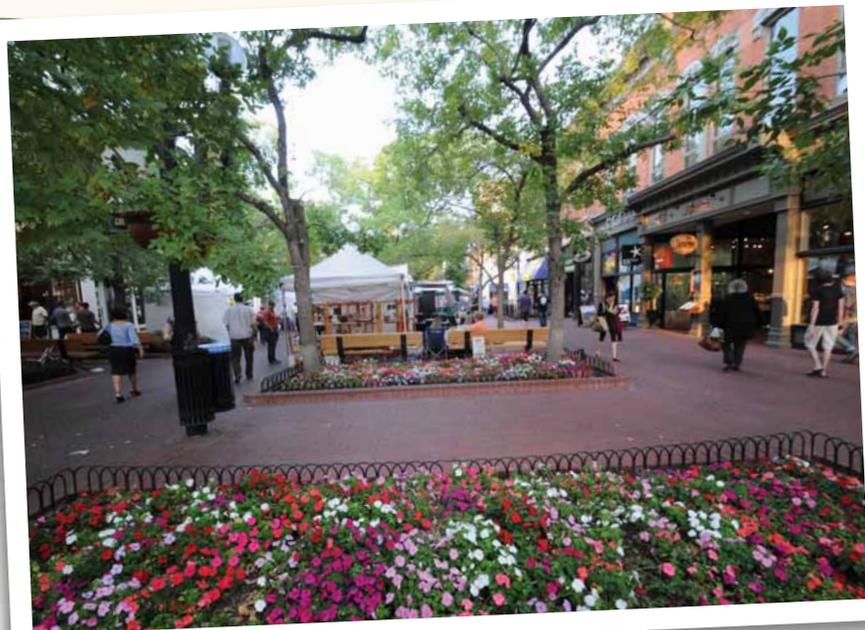
Trying to reach food and wine lovers? Taste of Pearl received the Governor's Award for best event in Colorado. Art aficionados? Open Arts Fest is the second largest arts festival in the state. Athletes? Our downtown race series is a favorite with local runners. Parents and kids? DBI produces beloved family events all year round.

There is no better way to boost your brand image with discerning consumers than partnering with Downtown Boulder. Please take a look at the variety of events and the many levels of support in this guide. Then let's talk about putting together a sponsorship package tailored to meet your goals. We look forward to working with you!

Best Regards,

Sean Maher

Executive Director



Welcome!

Partner with Us!

From acquiring new customers to building a stronger relationship with your existing base, DBI events are a powerful and cost effective way to reach the Boulder market. Consider these great advantages to working with us:

- Many of our events have been community favorites for decades and have won awards for excellence in quality and execution. We know events and we deliver results!
- The Boulder brand stands for healthy, natural, active and smart. Our events associate your company with our downtown – an iconic symbol of Boulder's energy and culture.
- Our events take place over the entire year and allow you to choose the time of year that works best with your marketing strategy.
- From athletic to artsy to music and microbrews, DBI events offer many themes and demographic audiences.
- Your brand will receive big exposure well beyond the event through our partnerships with television, newspaper, social media and magazine partners.
- The Downtown Boulder website receives nearly 30,000 unique visitors every month. We create custom pages for each event and prominently feature our sponsors.
- Onsite exposure and interaction with attendees is a hallmark of events in Downtown Boulder. We work with you to engage your target demographic in a personal and measurable way.
- We offer discounts and incentives for multi-event and multi-year agreements.



Call or email us to discuss customizing a strategy for your product or service.

Downtown Boulder Events

Phone: 303-449-3774

Email: events@dbi.org

Web: www.DBISponsorship.org

Join Us!

2014 Event Schedule

Schedule

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 DOWNTOWN BOULDER RACES	5K: TBD Pearl Street Mile: Wednesday, July 9th	10
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 FALL FEST DOWNTOWN BOULDER	September 19, 20, 21 Friday, Saturday, Sunday	13
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Taste Of Pearl

This one-of-a-kind celebration provides an unforgettable afternoon sampling Boulder's culinary arts and Colorado's distinctive wines while strolling through Pearl Street's galleries and boutiques. A portion of the event's proceeds benefit Boulder's Emergency Family Assistance Association (efaa).

Taste of Pearl has received the International Downtown Association's Merit Award (2013) and the Governor's Award for Excellence as the best promotional event in Colorado (2011) and sells out every year. This is a tremendous way to reach Boulder's most discerning and affluent consumers while supporting a great cause.

EVENT DETAILS

Date: Sunday, April 13, 2014

Time: 2:00 p.m. – 6:00 p.m.

Location: Throughout Pearl Street Mall area businesses

Attendance: 500 – 600

SPONSORSHIP DETAILS

Presenting Sponsor: \$5,000
(One Opportunity Available)

Supporting Sponsor: \$2,500

Contributing Sponsor: \$1,000

Onsite Exhibitor: \$500

Individual tickets to the event are \$75.

It has sold out the past three years.



Spring

TASTE OF PEARL, TULIP FAIRY & ELF FESTIVAL, EMPLOYEE APPRECIATION DAY

Tulip Fairy & Elf Festival

You know spring has officially arrived in Boulder when thousands of pint-size fairies and elves (along with their parents) gather on the Pearl Street Mall to celebrate Colorado's largest display of tulips.

One of the community's most cherished events provides an exceptional opportunity to connect with Boulder's young families and many more who come from across the Denver metro area to celebrate spring with this "only-in-Boulder" tradition.

EVENT DETAILS

Date: Sunday, April 27, 2014

Time: 1:00 p.m. – 5:00 p.m.

Location: 1300 Block of Pearl Street

Attendance: 3,000 – 5,000

SPONSORSHIP DETAILS

Presenting Sponsor: \$2,500
(One Opportunity Available)

Supporting Sponsor: \$1,000

Contributing Sponsor: \$500

Onsite Exhibitor: \$250



Spring

TASTE OF PEARL, TULIP FAIRY & ELF FESTIVAL, EMPLOYEE APPRECIATION DAY

Employee Appreciation Day

A day-long celebration of downtown Boulder's businesses and their fantastic employees with activities and thank you's planned throughout the day for all downtown Boulder employees.

Events include a free pancake breakfast, lunch specials throughout downtown and afternoon team competitions open to all employees in the downtown Boulder district.

EVENT DETAILS

Date: Thursday, May 15, 2014

Time: Special Events throughout the day

Location: Downtown Boulder
Business Improvement District

Attendance: 500 – 1,000

SPONSORSHIP DETAILS

Presenting Sponsor: \$1,500
(One Opportunity Available)

Pancake Breakfast Sponsor: \$500

Lunch Specials Sponsor: \$500

Afternoon Activities Sponsor: \$500



TASTE OF PEARL, TULIP FAIRY & ELF FESTIVAL, EMPLOYEE APPRECIATION DAY

Bands On The Bricks

For 17 years, Bands on the Bricks has been Boulder County's premier outdoor summer concert series. On 10 summer evenings, thousands of music lovers come together on the Pearl Street Mall to watch the sun set and listen to rock, reggae, oldies and alternative bands. A popular beer garden, with brews from local Boulder-based breweries, adds to the ambiance of this celebrated local tradition.

Sponsorship of this series offers summer-long exposure and the chance to engage consumers consistently from mid June through mid August.

EVENT DETAILS

Date: Wednesdays,
June 11 – August 13, 2014

Time: 5:00 p.m. – 9:00 p.m.
(Music starts at 7 p.m.)

Location: 1300 Block of Pearl Street

Attendance: 20,000 throughout the season

SPONSORSHIP DETAILS

Presenting Sponsor: \$10,000
(One Opportunity Available)

Supporting Sponsor: \$5,000

Contributing Sponsor: \$2,500

Onsite Exhibitor: \$500 per week
(discounts available for multiple weeks or the entire season)



Downtown Boulder Races

Every summer athletic enthusiasts and health conscious individuals come together for community running events showcasing the most scenic downtown in America. Perfect for all levels - from elite runners to joggers and walkers of all abilities! Join us for the inaugural year of the Pearl Street 5K in early spring.

The signature event, The Pearl Street Mile, is one of Boulder's favorite running events drawing more than 750 runners who wind their way through downtown with a start and finish on the Pearl Street Mall (Includes a kids' 1/2 mile wave.)



EVENT DETAILS

Dates: Pearl Street 5K: TBD
Pearl Street Mile: Wednesday, July 9, 2014

Location: Downtown Boulder

Attendance: 2,000 +

SPONSORSHIP DETAILS

Presenting Sponsor: \$5,000
(One Opportunity Available)

Supporting Sponsor: \$2,500

Contributing Sponsor: \$1,500

Onsite Exhibitor: \$500 per race
(discounts available for multiple races)



Summer

BANDS ON THE BRICKS • DOWNTOWN RACE SERIES • OPEN ARTS FEST

Open Arts Fest

For 36 years, Open Arts Fest has been one of the premier art festivals in Colorado. More than 100 artists from around the country gather to display their work ranging from jewelry and painting to sculpture and recycled-repurposed art. The event includes children's art activities, a silent auction benefitting Open Arts scholarship programs – and much, much more!

The huge influx of residents and visitors downtown provides sponsors with the opportunity for enormous exposure. The number of onsite sponsors is kept low to increase the impact and visibility of our partners.

EVENT DETAILS

Date: Saturday – Sunday, July 19 – 20, 2014

Time: Saturday 10:00 a.m. – 7:00 p.m.
Sunday 10:00 a.m. – 5:00 p.m.

Location: Pearl Street Mall

Attendance: 80,000+

SPONSORSHIP DETAILS

Presenting Sponsor: \$10,000
(One Opportunity Available)

Supporting Sponsor: \$6,000

Art Block Sponsor: \$2,500
(Three Opportunities Available)



Summer
BANDS ON THE BRICKS • DOWNTOWN RACE SERIES • OPEN ARTS FEST

Fashion's Night Downtown Boulder

Lights...Camera...Fashion

Once a year downtown boutiques and galleries join forces for a shopping extravaganza - a night celebrating all things fashion. Fashionistas will enjoy in-store celebrations from 5:00 p.m. - 8:00 p.m. including exclusive promotions and giveaways to appetizers & mocktails, wine tastings, music, entertainment, trunk shows and more. Then at 8:00 p.m. Downtown Boulder's world renowned Pearl Street Mall will be the setting for a faced-paced, energetic fashion show featuring fall trends.

EVENT DETAILS

Date: Thursday, September 4, 2014

Time: 5:00 p.m. – 9:00 p.m.

Location: Throughout Pearl Street Mall area businesses

Attendance: 500 – 1,000

SPONSORSHIP DETAILS

Presenting Sponsor: \$5,000
(One Opportunity Available)

Supporting Sponsor: \$2,500

Contributing Sponsor: \$1,000

Onsite Exhibitor: \$250

**FASHION'S
NIGHT
DOWNTOWN
BOULDER**



FASHION'S NIGHT DOWNTOWN • FALL FEST • MUNCHKIN MASQUERADE

Fall Fest

Downtown Boulder's Fall Fest is one of the region's most beloved community celebrations. The three day event includes live music, great food, local microbrews, wine and margaritas. In addition, the Pearl Street Mall hosts an art show, featuring local and national artists and a children's carnival on 14th Street draws families from throughout the front range.

It is one of Boulder's largest events with over 80,000 people visiting the Fest over the three days.



EVENT DETAILS

Date: Friday – Sunday,
September 19, 20 & 21, 2014

Time: Friday 5:00 p.m. – 10:00 p.m.,
Saturday 11:00 a.m. – 10:00 p.m.,
Sunday 11:00 a.m. – 5:00 p.m.

Location: Pearl Street Mall

Attendance: 80,000

SPONSORSHIP DETAILS

Presenting Sponsor: \$10,000
(One Opportunity Available)

**Art Show, Beer Garden, Children's
Carnival or Stage Sponsor:** \$5,000

Onsite Exhibitor: \$2,500



FASHION'S NIGHT DOWNTOWN • FALL FEST • MUNCHKIN MASQUERADE

Munchkin Masquerade

Each Halloween Downtown Boulder is invaded by tiny ghosts & goblins, dinosaurs & dragons, fairies & princes, super heroes & animals of every size trick-or-treating on Pearl Street in one of Colorado's largest Halloween events.

Over 100 downtown stores and restaurants participate along with Boulder's fire fighters, University of Colorado's mascot CHIP and many more community groups.

EVENT DETAILS

Date: Friday, October 31, 2014

Time: 3:00 p.m. – 6:00 p.m.

Location: Pearl Street Mall

Attendance: 4,000 – 6,000

SPONSORSHIP DETAILS

Presenting Sponsor: \$5,000
(One Opportunity Available)

Supporting Sponsor: \$2,500

Contributing Sponsor: \$1,000

Onsite Exhibitor: \$250



FASHION'S NIGHT DOWNTOWN • FALL FEST • MUNCHKIN MASQUERADE

Light Up The Holidays

Downtown Boulder celebrates the holidays with three signature events, offering free activities and shining a spotlight on the district throughout the busy holiday season.

Switch on the Holidays kicks off the season with a holiday concert followed by Santa's first appearance of the season to flip the switch on the grand illumination of the Boulder County Courthouse and the Pearl Street Mall. St. Nick on the Bricks provides kids of all ages a chance for free visits with Santa at the Downtown Boulder Visitor Information Center. The Lights of December Parade is a 27 year tradition and Boulder's only holiday parade with bands, lots of kids and floats created by local non-profits and businesses.

EVENT DETAILS

Date: Kickoff Event is Sunday, November 23, with events every Saturday through December 20, 2014.

Time: Kickoff Event is 5:00 – 7:00 p.m.

Location: Pearl Street Mall

Attendance: 20,000 throughout the season

SPONSORSHIP DETAILS

Presenting Sponsor: \$10,000
(One Opportunity Available)

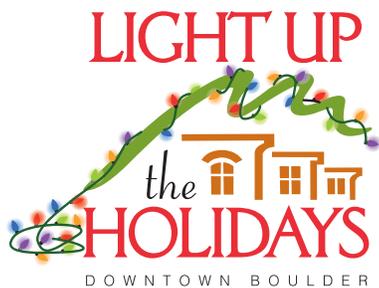
Supporting Sponsor: \$5,000

Contributing Sponsor: \$2,500

Community Partner: \$1,000

Onsite Exhibitor (Kickoff Event only): \$250

Business Parade Entry: \$175



Annual Luncheon

The Annual Downtown Awards Luncheon brings together 250 of Boulder's business and government leaders to celebrate the people who make downtown Boulder a premiere location for businesses and tourists alike. Awards are given each year for Outstanding Business, Property Owner, Community Service, Rising Star and for Lifetime Achievement.

Sponsorship of this annual event offers a targeted way to reach Boulder's business and civic leaders while demonstrating your community engagement.

EVENT DETAILS

Date: Tuesday, February 4, 2014

Time: 11:30 a.m. – 1:00 p.m.

Location: The Hotel Boulderado

Attendance: 200 - 250

SPONSORSHIP DETAILS

Presenting Sponsor: \$2,500
(One Opportunity Available)

Awards Sponsor: \$1,500
(One Opportunity Available)

Executive Sponsor: \$1,000

Table of 10: \$440
Individual seats are \$49 for
DBI Members, \$59 for non-members.



Winter

LIGHT UP THE HOLIDAYS • ANNUAL LUNCHEON



Downtown Boulder Events
303-449-3774
events@dbi.org
www.DBISponsorship.org

