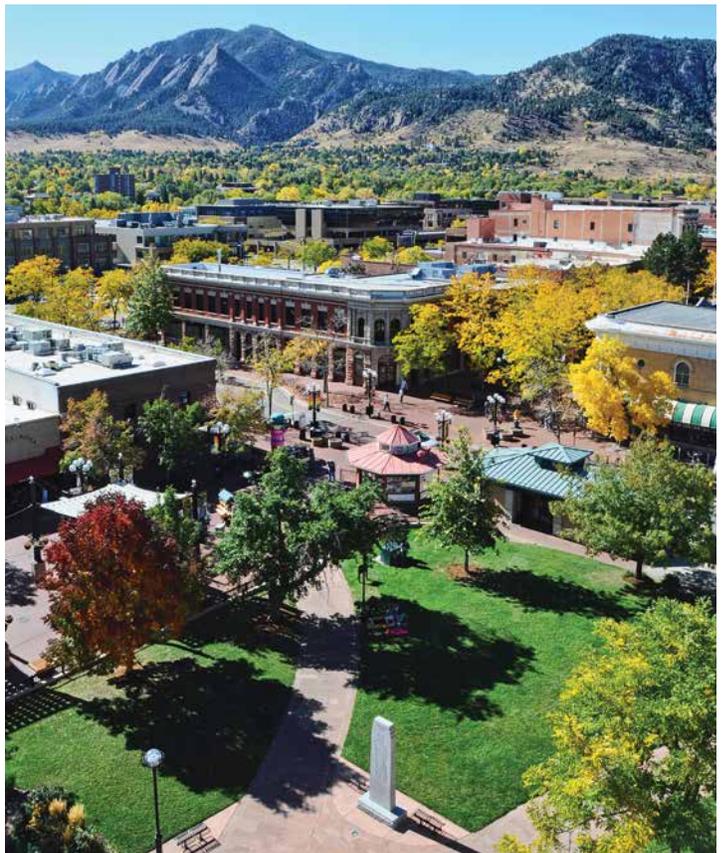




DOWNTOWN
BOULDER
PARTNERSHIP

SPONSORSHIP OPPORTUNITIES **2021**





Join Us

Downtown Boulder is Open for Rediscovery



There is no place that captures the flavor of our community more than our amazing downtown. A top-rated regional attraction, the Pearl Street Mall is also Boulder's living room - and downtown events are a critical and emblematic part of what makes our connection so strong.

As we come together to rebuild and recover from the COVID-19 pandemic, we humbly request that you join us in our efforts to bring back cherished events, and help us unite the community back in our beloved downtown. The programming and events we're producing in the second half of this year offer the re-emergence of popular and long-standing community events, like **Bands on the Bricks**, **Downtown Boulder Fall Fest** and **Light Up the Holidays**, as well as some fresh takes on cultural experiences with **Buffaloes of Boulder**. We're bringing back the much-loved FREE rides on the **Tebo Train** and the always popular **Munchkin Masquerade**, with additional safety precautions and expanded offerings to provide the families with children in our community a way to rediscover downtown while staying distant from those outside of their immediate circle.

In addition to opportunities to sponsor specific events, there's also the option to sponsor our **Community Fundraising** initiative through a matching-grant style promotion, encouraging the community to become a supporter of downtown by financially contributing to these celebrations and activities they've missed most this past year.

There is no better way to demonstrate your commitment to the Boulder community than partnering with our 501(c)(3) - Downtown Boulder Community Initiatives (DBCI). Please review the sponsorship opportunities and variety of events offered on the pages that follow. Then let's talk about where your support can best meet the needs of your company or organization and our community. We look forward to partnering with you!

Sincerely,

Chip

CEO

Customized Proposals including Benefits Package or Questions Contact:

Anna Salim, VP Events & Membership

303-449-3774 | anna@downtownboulder.org



Engage

DBCI Community Fundraising

Downtown Boulder Community Initiatives (DBCI) is a 501(c)(3) nonprofit organization whose mission is to engage visitors and locals alike through arts, culture, innovation and inclusive, community-driven experiences in downtown Boulder. Throughout the summer and fall, we'll be asking our community to support our 2021 events with either one-time or monthly donations. Money raised from the Community Fundraising efforts will support all of our 2021 events and programs, and provide a foundation to support events into 2022.

We invite businesses throughout the community to support these efforts as an **All-Star** or a **Matching Sponsor**.



Matching Sponsor - \$5,000 matching donation

- Businesses or individuals who would like to offer a matching donation for a specific month during our ongoing fundraising campaign will receive recognition as a **Matching Sponsor**.

Benefits for the month of the match include:

- Logo and click-through recognition on the DBCI fundraising page (housed on our main website - BoulderDowntown.com) for the month and recognition on the Business Champions page and Sponsor page as a sponsor (ongoing);
- Verbal and visual recognition as a Matching Sponsor at all Downtown Boulder programs or events;
- Social Media mentions as a Matching Sponsor for the month;
- Recognition as a Matching Sponsor in monthly ads in the Daily Camera

All-Star - \$500 + donations

- Businesses who make donations directly or raise \$500 or more for DBCI through our fundraising platform will gain recognition as a **Downtown All-Star**.

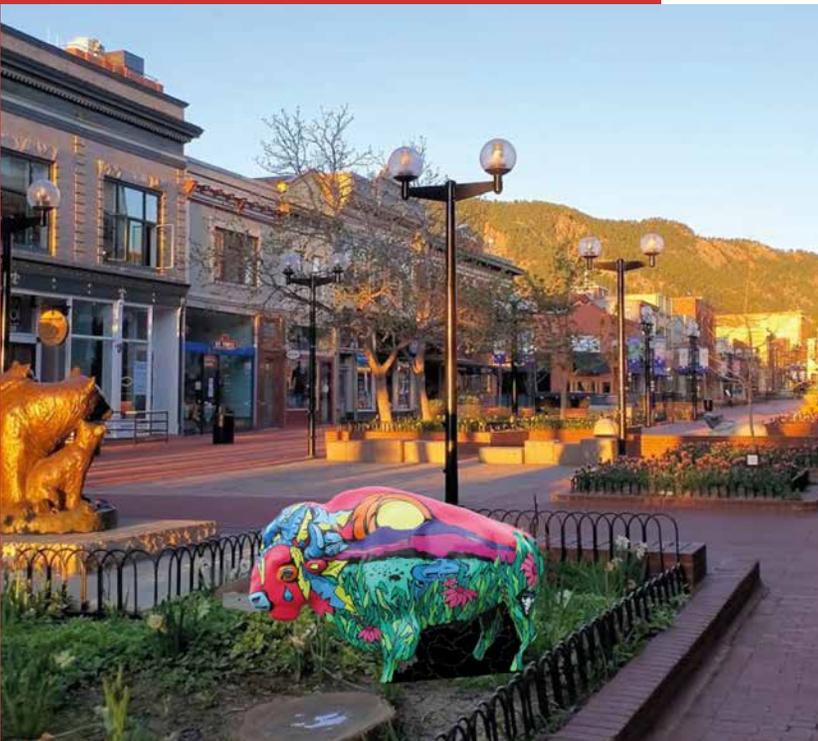
Benefits include:

- Logo and click-through recognition on the Downtown Boulder All-Stars webpage (housed on our main website - BoulderDowntown.com);
- Visual and verbal recognition as a Downtown All-Star at all Downtown Boulder programs and events;
- Recognition as a Downtown All-Star in quarterly ads in the Daily Camera

For more information on donating or becoming a fundraiser for DBCI, please visit BoulderDowntown.com/Events/Donate or contact Anna Salim, VP Events & Membership: anna@downtownboulder.org.



Summer



Buffaloes of Boulder

A collaborative project managed by Downtown Boulder Community Initiatives (DBCI), in partnership with other local nonprofit organizations, downtown businesses and local artists, Buffaloes of Boulder seeks to bring a herd of artistically-designed Buffaloes, symbols of unity, hope and positive transformation, to downtown throughout the summer.

Up to 45 buffalo shapes (cut out of plywood) will be artistically designed and decorated by Boulder-based artists and nonprofit organizations. Completed Buffaloes will be displayed throughout all of downtown Boulder, in storefronts, flower beds and on pavement for everyone to enjoy.

This temporary public art exhibit will run throughout the summer for locals and visitors to enjoy, culminating with an online auction of the buffaloes. 50% of proceeds from the online auction will go to participating artists and organizations and 50% will go to DBCI to support events and programming in downtown Boulder.

EVENT DETAILS

Date: May 31 - September 6, 2021

Location: Throughout downtown Boulder

SPONSORSHIP DETAILS

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

Supporting Sponsor: \$5,000

Contributing Sponsor: \$2,500

Adopt a Buffalo: \$300



OPEN FOR REDISCOVERY

Summer



Bands on the BRICKS

For 25 years, Bands on the Bricks has been Boulder County's premier outdoor summer concert series. For the 2021 season, we'll bring our community of music lovers back together for four summer evenings on the Pearl Street Mall to watch the sun set and listen to rock, reggae, oldies and more. An expansion of our popular beer garden, with brews from Boulder-based breweries, adds to the ambiance of this celebrated local tradition.

EVENT DETAILS

Date: Wednesdays, July 21 - August 11, 2021

Time: 5:30 pm - 9:00 pm
(Headliner starts at 7 pm)

Location: 1300 Block of Pearl Street

Pedestrian Impressions: 2,000 + each week

SPONSORSHIP DETAILS

Co-Presenting Sponsor: \$5,000

Supporting Sponsor: \$2,500

Contributing Sponsor: \$1,500

Onsite Exhibitor: \$750 per week



OPEN FOR REDISCOVERY

Fall



For 35 years the Downtown Boulder Fall Fest has been 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 a popular artisan show produced by Firefly Handmade Markets, drawing audiences from throughout the Front Range.

EVENT DETAILS

Friday - Sunday,
September 10, 11 & 12, 2021

Time: Friday 5 pm - 10 pm

Saturday 10 am - 9 pm

Sunday 10 am - 5 pm

Location: Pearl Street Mall

Pedestrian Impressions: 60,000

SPONSORSHIP DETAILS

Co-Presenting Sponsor: \$10,000

Beer Garden or Stage Sponsor: \$5,000

Onsite Exhibitor: \$2,500



OPEN FOR REDISCOVERY

Fall



Munchkin Masquerade

Each Halloween downtown Boulder is invaded by thousands of 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.

Downtown stores and restaurants participate as treat stops along with Boulder's fire fighters and many more community groups. The 2021 event will include additional activities leading up to a big trick-or-treating day for families who are looking for opportunities with smaller crowds.

EVENT DETAILS

Date: Sunday, October 31, 2021

(Pre-event day activities
October 15 - 30, 2021)

Time: 3:00 - 6:00 pm

Location: Pearl Street Mall

Pedestrian Impressions: 2,000 - 4,000

SPONSORSHIP DETAILS

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

Supporting Sponsor: \$1,000

Contributing Sponsor: \$500

Onsite Exhibitor: \$250

Discounts for onsite exhibition available for community groups and nonprofit organizations.



OPEN FOR REDISCOVERY

Winter



Downtown Boulder celebrates the holidays with four 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 and photos with Santa at the Downtown Boulder Visitor Information Center. The Lights of December Parade is a 30-plus year hometown tradition and Boulder's only holiday parade with bands, lots of kids and floats created by local nonprofits and businesses. Freezie Fest is a celebration of all things Snowman, headed up by Downtown Boulder's very own snowman mascot, Freezie. The community centered event features free activities, shopping promotions and more.

EVENT DETAILS

Date: Kickoff Event is Sunday, November 21, with events every Saturday through December 18, 2021

Time: Kickoff Event is 5:00 - 7:00 pm

Location: Pearl Street Mall

Pedestrian Impressions: 18,000 for the season

SPONSORSHIP DETAILS

Supporting Sponsor: \$5,000

Contributing Sponsor: \$2,500

Parade Sponsor: \$500

Business Parade Entry / Float Sponsor: \$250



OPEN FOR REDISCOVERY