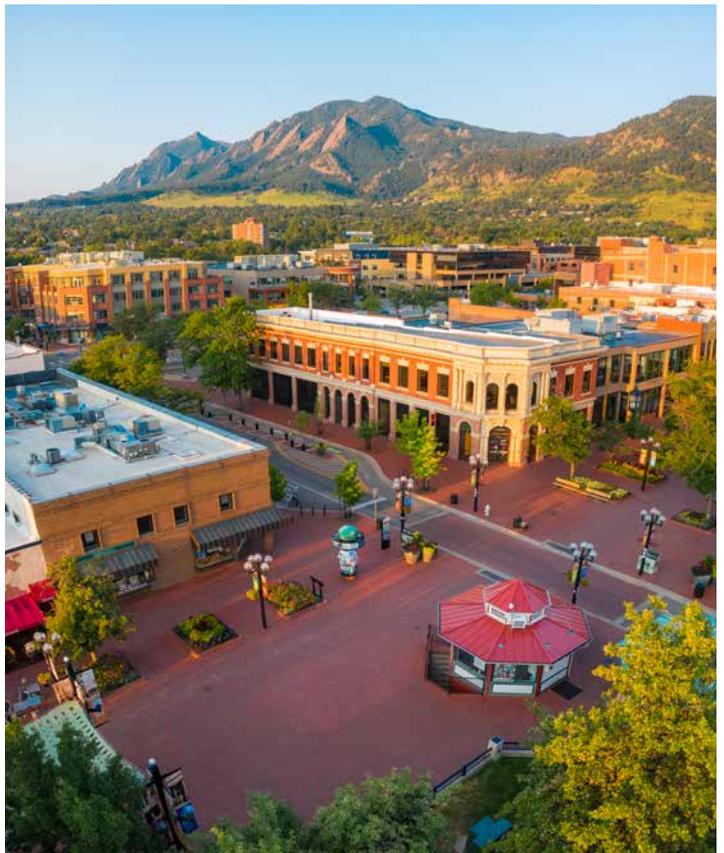




**SPONSORSHIP
OPPORTUNITIES**

2022





Join Us

Downtown Boulder is Open for Rediscovery



Photo from 2019

Downtown Boulder has never been better poised for success than it is right now. Though the last two years have been incredibly challenging, they have also provided many great lessons and inspired resolve. Today, new resources are being invested in downtown; our community is engaged and Downtown Boulder Community Initiatives (DBCI) - our 501(c)(3) - is prepared to lead downtown into its next exciting chapter.

As communities around the country begin to return to local gatherings and celebrations we are bringing our popular events back in full force for 2022. These include much beloved community favorites like the **Tulip Fairy & Elf Festival**, a full eight-week season of our ever-popular **Bands on the Bricks** concert series, the award-winning **Pearl Street Arts Fest** and many more.

Bringing people together in our city center is now as important as ever. Our community events are a critical component of our larger strategies to support the ongoing success of Downtown Boulder. I invite you to join us in this work. We have created an array of sponsorship opportunities and would be excited to work with you to develop a package that meets your goals.

There is no better way to demonstrate your commitment to the Boulder community than by sponsoring a DBCI event. Please review the sponsorship opportunities for the 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

Have questions or want additional information?

Please contact:

Anna Salim, VP Events & Membership
303-449-3774 | anna@downtownboulder.org

Pedestrian impressions noted throughout this brochure are based on Springboard's visual counting technology located at multiple points along Pearl Street.

Spring



Tulip Fairy and Elf Festival



You know spring has officially arrived in Boulder when 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 24, 2022
(Rain Date: May 1, 2022)

Time: 1:00 pm - 5:00 pm

Location: Pearl Street Mall

Pedestrian Impressions: 10,000

SPONSORSHIP DETAILS

Presenting Sponsor: \$3,000
(One Opportunity Available)

Supporting Sponsor: \$1,250

Contributing Sponsor: \$750

Onsite Exhibitor: \$350



OPEN FOR REDISCOVERY

Summer



Bands on the BRICKS

For over 25 years, Bands on the Bricks has been Boulder County's premier free outdoor summer concert series. For the 2022 season, we'll bring our community together for eight 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 summer tradition.

EVENT DETAILS

Date: Wednesdays, June 15 - August 3, 2022

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: \$10,000
(Sole Presenting Sponsorship: \$15,000)

Supporting Sponsor: \$5,000

Contributing Sponsor: \$2,500

Onsite Exhibitor: \$1,000 per week



OPEN FOR REDISCOVERY

Summer



For over 40 years, Pearl Street Arts Fest has been one of the most popular juried arts 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, interactive performances – 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 16 - 17, 2022

Time: Saturday 10 am - 7 pm

Sunday 10 am - 5 pm

Location: Pearl Street Mall

Pedestrian Impressions: 50,000

SPONSORSHIP DETAILS

Co-Presenting Sponsor: \$10,000

(Sole Presenting Sponsorship: \$15,000)

Artist Sponsor: \$5,000

Onsite Exhibitor: \$3,000



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Fall



For more than three decades, the Downtown Boulder Fall Fest has been one of the region's most-beloved community celebrations ushering in the fall season.

The three day event includes live music, great food, local microbrews, wine and margaritas. There are also family friendly events and activities. 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

Date: Friday - Sunday, September 16 - 18, 2022

Location: Pearl Street Mall

Pedestrian Impressions: 60,000

SPONSORSHIP DETAILS

Co-Presenting Sponsor: \$10,000

Beer Garden or Stage Sponsor: \$5,000

Children's Activities Sponsor: \$5,000

Onsite Exhibitor: \$3,000



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Fall



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 trick-or-treat events.

Downtown stores and restaurants participate as treat stops along with Boulder's fire fighters and many more community groups. The event includes an ongoing scavenger hunt for two weeks after the event in collaboration with downtown Boulder businesses.

EVENT DETAILS

Date: Monday, October 31, 2022

(Post-event day activities
November 1 - 14, 2022)

Time: 3:00 - 6:00 pm

Location: Pearl Street Mall

Pedestrian Impressions: 2,000 - 4,000

SPONSORSHIP DETAILS

Presenting Sponsor: \$3,000
(One Opportunity Available)

Supporting Sponsor: \$1,250

Contributing Sponsor: \$750

Onsite Exhibitor: \$350

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 festivities with a holiday performance 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 visits and free photos with Santa at the Downtown Boulder Visitor Information Center. The Lights of December Parade is a 30+ 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, train rides and more!



EVENT DETAILS

Date: Kick-Off Event is Sunday, November 20, 2022 with events every Saturday through December 24, 2022

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

Location: Pearl Street Mall

Pedestrian Impressions: 18,000 for the season

SPONSORSHIP DETAILS

Co-Presenting Sponsor: \$10,000
(Sole Presenting Sponsorship: \$25,000)

Supporting Sponsor: \$5,000

Contributing Sponsor: \$2,500

Parade Sponsor: \$750

Business Parade Entry / Float Sponsor: \$250



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