Welcome to Your Happy Place

This is an exciting and important moment.

For decades, Downtown Boulder enjoyed an unquestioned success among destinations. Vibrancy, celebration, and success were assumed. Our signature events only got better each year and the Pearl Street Mall earned a reputation around the world as a premiere destination.

Just a couple of years ago, everything that had been built came into question. With the resilient support of the community, the team at Downtown Boulder Community Initiatives worked diligently and thoughtfully to rebuild and to do so in a way that responded to the moment. Today as the makeup of visitors and locals in the downtown continues to evolve, our signature events take on additional importance. Understanding how we inspire people to come together in our city’s center is increasingly profound work, and it is work that the staff and board at Downtown Boulder Community initiatives are committed to doing.

It is work that we can’t, and frankly don’t want to, do without you.

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 Operations & Programming
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.
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 23, 2023  
(Rain Date: April 30, 2023)  
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
For over 25 years, Bands on the Bricks has been Boulder County’s premier free outdoor summer concert series. For the 2023 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 14 - August 2, 2023  
Time: 5:30 pm - 9:00 pm  
(Headliner starts at 7 pm)  
Location: 1300 Block of Pearl Street  
Pedestrian Impressions: 2,500 each week

**SPONSORSHIP DETAILS**

Co-Presenting Sponsor: $10,000  
Supporting Sponsor: $5,000  
Contributing Sponsor: $2,500  
Onsite Exhibitor: $1,000 per week
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: Friday - Sunday, July 14 - 16, 2023

Time: Friday 3 pm - 8 pm  
Saturday 10 am - 7 pm  
Sunday 10 am - 5 pm

Location: Pearl Street Mall

Pedestrian Impressions: 60,000

**SPONSORSHIP DETAILS**

Co-Presenting Sponsor: $10,000

Artist Sponsor: $5,000

Onsite Exhibitor: $3,000
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 22 - 24, 2023
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
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.

**EVENT DETAILS**
Date: Tuesday, October 31, 2023
Time: 3:00 - 6:00 pm
Location: Pearl Street Mall
Pedestrian Impressions: 5,000

**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.
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 35+ 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 19, 2023 with events every Saturday through December 23, 2023
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