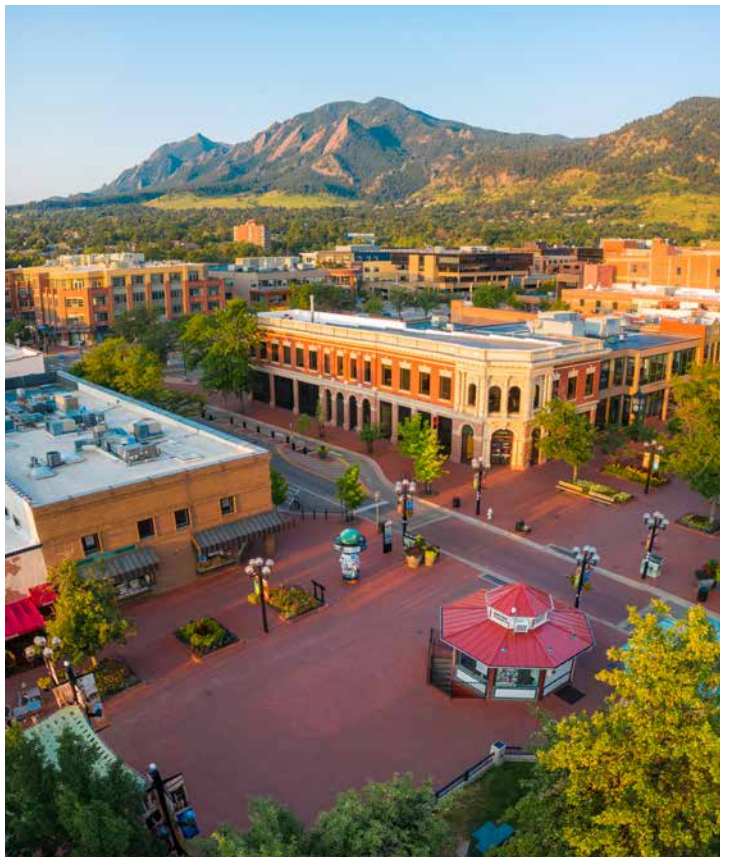




**SPONSORSHIP
OPPORTUNITIES**

2024





**DOWNTOWN
BOULDER**

Welcome

to Your Happy Place



The downtown district truly captures the vibrant essence of the Boulder community. A top-rated regional attraction, the Pearl Street Mall is the heartbeat of the city - and downtown events are pivotal in creating a strong community connection. Encouraging people to come together to celebrate and bond in our city's center is increasingly important work that we are committed to embracing. There is no better way to demonstrate your dedication to the Boulder community than by sponsoring one of these cherished events.

Downtown Boulder has a well-established, distinctive brand and our award-winning special events offer sponsors amazing opportunities to connect with our sophisticated consumers. The wide array of events produced by Downtown Boulder allow you to narrow your focus to precisely target the market that best aligns with your goals and objectives.

Aiming to connect to a sophisticated demographic? Consider the Pearl Street Arts Fest, one of the largest fine arts festivals in the state. Trying to reach families? Downtown Boulder produces beloved family events year round. Partnering with Downtown Boulder on a signature event provides an effective way to showcase your business/brand among discerning consumers. We invite you to explore the variety of events and the many levels of sponsorship opportunities detailed on the pages that follow. We look forward to crafting a package that best aligns with your goals and needs. It would be a pleasure to partner and collaborate with you!

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.

Spring



This one-of-a-kind celebration provides an unforgettable afternoon sampling Boulder's culinary arts and Colorado's distinctive wine and spirits while strolling through Pearl Street's galleries and boutiques.

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). This is a tremendous way to reach Boulder's most discerning and affluent consumers.

EVENT DETAILS

Date: Sunday, April 14, 2024

Time: 2:00 - 6:00 pm

Location: Throughout Pearl Street area businesses

Pedestrian Impressions: 10,000

SPONSORSHIP DETAILS

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

Supporting Sponsor: \$2,500

Contributing Sponsor: \$1,000

Individual tickets to the event are \$85 in advance.

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 28, 2024

(Rain Date: May 5, 2024)

Time: 1:00 pm - 5:00 pm

Location: Pearl Street Mall

Pedestrian Impressions: 14,000

SPONSORSHIP DETAILS

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

Supporting Sponsor: \$1,500

Contributing Sponsor: \$750

Onsite Exhibitor: \$500



welcome to your
happy place

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 2024 season, we'll bring our community together for eight summer evenings on the Pearl Street Mall to watch the sunset 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 12 - July 31, 2024

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

Location: 1300 Block of Pearl Street

Pedestrian Impressions: 2,900 each week

SPONSORSHIP DETAILS

Co-Presenting Sponsor: \$12,000

Supporting Sponsor: \$6,000

Contributing Sponsor: \$3,000

Onsite Exhibitor: \$1,000 per week



welcome to your
happy place

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: Friday - Sunday, July 19 - 21, 2024

Time: Friday 3:00 pm - 8:00 pm

Saturday 10:00 am - 7:00 pm

Sunday 10:00 am - 5:00 pm

Location: Pearl Street Mall and 14th Street

Pedestrian Impressions: 75,000

SPONSORSHIP DETAILS

Co-Presenting Sponsor: \$10,000

Artist Sponsor: \$5,000

Onsite Exhibitor: \$3,000

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, drawing audiences from throughout the Front Range.

EVENT DETAILS

Date: Friday - Sunday, September 13 - 15, 2024

Time: Friday 5:00 pm - 9:00 pm

Saturday 10:00 am - 9:00 pm

Sunday 10:00 am - 5:00 pm

Location: Pearl Street Mall

Pedestrian Impressions: 70,000

SPONSORSHIP DETAILS

Co-Presenting Sponsor: \$10,000

Beer Garden Sponsor: \$6,000

Children's Activities Sponsor: \$6,000

Stage Sponsor: \$6,000

Onsite Exhibitor: \$3,000



OPEN FOR REDISCOVERY

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.

EVENT DETAILS

Date: Thursday, October 31, 2024

Time: 3:00 pm - 6:00 pm

Location: Pearl Street Mall

Pedestrian Impressions: 8,000

SPONSORSHIP DETAILS

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

Supporting Sponsor: \$1,500

Contributing Sponsor: \$750

Onsite Exhibitor: \$500

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 24, 2024 with events every Saturday through December 21, 2024

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

Location: Pearl Street Mall

Pedestrian Impressions: 24,000 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: \$350

