



## DENVER INTERNATIONAL FESTIVAL

Denver, CO is the fastest growing market in United States, is your business capitalizing on all of the potential new customers? Take advantage of a new and exciting opportunity to directly reach thousands of consumers face to face at The Denver International Festival. This food, music and art festival celebrating the diversity in Denver will give your brand high visibility to residents of all ages and income levels.

Partnering with The Denver International Festival will send a strong message that your brand is an active member of the Denver community embracing diversity. Your business will have four unique sponsorship opportunities to be part of The Denver International Festival. Each sponsorship level is customizable to fit the needs of your specific marketing strategy. Every sponsor will share the high visibility of The Denver International Festival through earned media, paid media, social media, official website, and during the festival.

Your business will not only benefit from an amazing marketing and branding opportunity, but will also empower The Denver International Festival to give back to a local non-profit organization giving back to less fortunate communities in our back yard and around the world. In addition to our benefit concert during the festival, DIF will donate 10% of all 2017 sponsorship dollars to Youth on Record Foundation.

### REACH:

- Social Media - 300,000+ Impressions.
- Official Website - 100,000+ Unique Visitors.
- Paid Media- Denver Post, Westword, Colorado Parent Magazine, 303 Magazine Jammin 101, Denver365.com, and more.
- Earned Media- 9 News, Denver Post, Westword, 303Magazine.com.
- Festival Day – An estimated 15,000-20,000 people attended in 2016, and expected to double in 2017.



# SPONSORSHIP LEVELS

## TITLE SPONSOR: \$15,000

- Exclusive naming rights for the event
- Category exclusivity
- Industry exclusivity
- Name in 40+ radio spots
- Special press release announcing sponsorship
- First tier logo placement in all event related printed materials and internet.
- Name in title, logo, link and message from your company on event website.
- (4) exclusive social media postings
- Selling, sampling, display and promotional rights from (2) 10'X10' or (1) 10'x30' fully equipped booth.
- Dominant banner placements (10) on-site
- Dominant stage banner (1) placement on live music stages and at all entrance gates
- Name in title and logo included on festival welcoming banner at main entrance

## EVENT BOOTH SPONSOR: \$1,000

- Name/Logo in all print advertising
- Logo and link on event website
- exclusive social media posting
- Selling, sampling, display and promotional rights from 10'X10' fully equipped booth

## PRESENTING SPONSOR: \$5,000

- Category exclusivity
- Second tier logo placement, just under Presenting Sponsor, in all print ads, collateral materials and internet
- Logo placement in all print advertising and internet
- Logo and link on event website
- (3) exclusive social media postings
- Selling, sampling, display and promotional rights from 10'X10' fully equipped booth
- (6) 3' x 5' banners placed throughout event site
- Stage banner placement on live music stages and at entrance gate
- Logo placement on event welcome banners

## ASSOCIATE SPONSOR: \$500

- Logo and link on event website
- Name/Logo in all print advertising

*\*Sponsor provides all banners. Banners to have grommets on 4 corners minimum. Sizes must be approved.*