



## SUMMERFEST

**June 5, 2021**

**10am – 5pm**

**Carmichael Park**

**Brighton, Colorado**

Greetings!

On Saturday, June 5th, the City of Brighton will host Summerfest! This event is a community favorite featuring vendors, food and music. Summerfest is an opportunity to promote our Brighton businesses, build community, and engage with the public. In an effort to honor the city's mission statement and enhance the quality of life for the community, this event is *free* and open to the public.

While the city hosts the event, it is impossible to do without help from our partners. We encourage you to consider becoming a sponsor of the 2021 Summerfest event. This festival is a unique and efficient way to advertise, gain exposure, make contacts and build positive relationships with the Brighton community. We offer a variety of sponsorships that provide you an opportunity to showcase your business and merchandise to attendees. Depending upon the commitment, sponsors benefit from exclusive exposure through the City of Brighton website and social media, KBRI TV Channel 8 and other local media. Press releases, flyers, posters and other tools are also included in this exclusive exposure.

The following pages will explain the various sponsorship levels and allow you an opportunity to make your commitment to Summerfest by becoming a sponsor. Both monetary and in-kind support are encouraged and accepted. If you have particular suggestions or ideas, please contact Amy Porter, Special Events Lead, at 303.655.2126 or [aporter@brightonco.gov](mailto:aporter@brightonco.gov).

We truly appreciate your consideration and look forward to working together as a team to enhance the quality of life for the community of Brighton through Summerfest!

Sincerely,

Amy Porter  
Special Events Lead  
City of Brighton  
P: (303) 655-2126  
F: (303) 655-2126



**SPONSORSHIP DUE MAY 7, 2021**

<b>Sponsor Benefits Summerfest June 5, 2021</b>	<b>Entertainment Stage (SOLD) \$5,000.00</b>	<b>Premier \$2,500.00</b>	<b>Executive \$1,000.00</b>	<b>Associate \$500.00</b>	<b>Ambassador \$250.00</b>
Naming rights to Main Entertainment Stage for 2021	X				
Sponsor logo on event poster and event banner (exception: over the street banner on Bridge Ave.)	X	X			
Logo included on all additional advertising provided by event partners ( <i>may</i> include Brighton Blade, Brighton Buzz, Val-U-Ads, Lamar Advertising billboard)	X	X			
Exclusive rights to a festival area (See next page for festival areas)	X	X	X		
Social media exposure (see benefits on next page)	X	X	X		
Banner placement on event site (3ft.X6ft. or smaller) (Banner provided by sponsor)	X	X	X	X	
On stage sponsor recognition announcements	X	X	X	X	
Complimentary booth space on event day	X	X	X	X	X
Sponsor listed (text) on City of Brighton Website	X	X	X	X	X
Sponsor listed (text) in Brighton Connection	X	X	X	X	X



Social media sponsorship benefits include but are not limited to:

- Sponsorship recognition on event-related posts
- Listed as an event sponsor in City Facebook events
- Being “tagged” in event-related posts so users will be directed to your organization’s social media accounts;
- and more!

City of Brighton Communication Channel Statistics (as of 2.22.21)

- YouTube views – **95,089** views since established in March 2012
- **310** YouTube subscribers
- Social Media:
  - Facebook **9,398** likes, **10,276** followers
  - Instagram **2,346** followers
  - Twitter **4,569** followers
  - LinkedIn **773** followers
  - NextDoor **10,339** members (represents 46% of 14,613 households in Brighton)
- **515,895** website visits for all of 2020
- Brighton Connection **947** subscribers
- Brighton Weekly subscribers **899**

**PRESENTING, PREMIER, and EXECUTIVE CONTRIBUTERS!**

**Listed below are areas available to sponsors contributing \$1,000 or more:**

Business & Community Expo  
Kids Korner  
Bubble Tower

Area will show **“SPONSORED BY”** and sponsor will have the option to place a booth in that area, or, in the Business Expo. Exclusivity to these areas give your company an opportunity to meet and greet, give out promotional items, create contacts and become an event presence.

**These are on a first come basis!**



**EVENT SPONSOR INFORMATION**

Please complete and mail with payment  
 (payable to: City of Brighton Special Events)  
 Special Events & Volunteer Office  
 500 S. 4<sup>th</sup> Ave.  
 Brighton, CO 80601

Company / Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**CHOOSE YOUR SPONSORSHIP LEVEL:**

<b>AMBASSADOR</b>	<b>ASSOCIATE</b>	<b>EXECUTIVE</b>	<b>PREMIER</b>	<b>MAIN STAGE</b>
<b>\$250</b>	<b>\$500</b>	<b>\$1000</b>	<b>\$2500</b>	<b>\$5000</b>

Event	Deadline	Event Date	Amount
Summerfest	May 7	June 5	\$

Method of payment (Circle):      Cash      Check

**\*IN-KIND:** In-kind contributions must be items that would otherwise have to be purchased for the project. Contributions to the project are provided in services rather than cash may include, but are not limited to supplies, equipment, space or training.

Events, Volunteer, & Downtown Initiative Office  
 CASH – INKIND  
 Phone (303) 655-2126 Fax (303) 655-2126  
 E-mail: [aporter@brightonco.gov](mailto:aporter@brightonco.gov)