

Colorfest 2024

SPONSORSHIP OPPORTUNITIES

WWW.PAGOSACHAMBER.COM/COLORFEST



Naomi Lindquister
Special Events Coordinator
970.264.2360 ext. 111
events@pagosachamber.com



Sponsorship Opportunities

The 38th Annual ColorFest

The Pagosa Springs Area Chamber of Commerce is hosting the 38th Annual ColorFest on September 20- 22. ColorFest is filled with fun activities, bringing people from all over the country to Pagosa Springs. Passport to Pagosa Wine and Food Festival is Friday the 20th. Guests will enjoy tastes of wine from around the world while experiencing local cuisine from Pagosa & the surrounding area.

Bands and Brews Festival is Saturday the 16th. Guests listen to live bands perform while enjoying tastes from breweries throughout the 4-Corners. As the sun sets, we light up the night with a balloon glow.

Mass hot air balloon ascensions take place at 8am with close to 40 hot air balloons filling the skies downtown on Saturday and uptown on Sunday.

These events would not be possible without the generous support of our sponsors. Please read through the following information to see which ColorFest sponsorship is right for you. This is an opportunity to reach thousands of people from all over the country who have come to enjoy Pagosa Springs and all our business members have to offer.

Table of Contents

Title Sponsor: \$3,500 (2 Available)

Event Sponsor: \$2,000 (2 Available)

Entertainment Sponsor: \$1,500 (3 Available)

Pilot Breakfast Sponsor: \$750 (2 Available)

Colorfest Shuttle Sponsor: \$500 (1 Available)

T-Shirt Sponsor: \$350 (Unlimited)

Banner Sponsor: \$250 (Unlimited)

Each level of sponsorships includes the following

- Your business name displayed on an informational table tent both days.
- Your logo displayed on the Chamber of Commerce ColorFest website page, as an event sponsor with a link to your business.
- Your marketing inserts (brochures, flyers, etc.) placed into each of the welcome bags presented to Balloonist & Brewers.
- Your Logo placed in the center of our Reserved Table Section during Passport to Pagosa September 20th
- Advertisement or coupon printed in the Passport to Pagosa Program. Size is dependent on level of sponsorship.

ColorFest Title Sponsor

- Banner displayed on the stage during Passport to Pagosa and Bands & Brews.
- Your logo prominently displayed on the back of all printed t-shirts.
- 10x10 Space to showcase your product and talk about your business at Bands and Brews on Saturday.
- Business name announced in radio advertising and
- Your logo prominently displayed on all printed advertising materials.
- Banner displayed on balloon basket from stage at Passport and Bands & Brews events. for both Saturday and Sunday balloon launch.
- Receive two balloon rides for 2 people during Colorfest weekend.
- Receive 2 Colorfest T-Shirts and 2 ColorFest pins.
- Admission for four to Passport to Pagosa AND Bands and Brews.
- Full page advertisement or coupon printed in the Passport to Pagosa Program.

\$3,500 2 AVAILABLE

ColorFest Event Sponsor

- Banner displayed on the stage during Passport to Pagosa and Bands & Brews.
- Your logo prominently displayed on the back of all printed t-shirts.
- 10x10 Space to showcase your product and talk about your business at Bands and Brews on Saturday.
- Business name announced in radio advertising and
- Your logo prominently displayed on all printed advertising materials.
- Receive one balloon ride for 2 people during Colorfest weekend.
- Receive 2 Colorfest T-Shirts and a ColorFest pin.
- Admission for two to Passport to Pagosa **AND** Bands and Brews.
- Half page advertisement or coupon printed in the Passport to Pagosa Program.

\$2,000 2 AVAILABLE

ColorFest Entertainment Sponsor

- Banner displayed on the stage during both Passport to Pagosa & Bands and Brews.
- Business name announced from stage at Passport and Bands & Brews events.
- 2 Tickets to BOTH Passport to Pagosa & Bands & Brews
- Half page advertisement or coupon printed in Passport to Pagosa Program.
- Receive one balloon ride for 2 during Colorfest weekend.

\$1,500 3 AVAILABLE

ColorFest Pilot Breakfast Sponsor

- Can make an announcement during breakfast to pilots and attendees
- Receive one balloon ride for 2 during Colorfest weekend.
- Full page advertisement or coupon printed in the Passport to Pagosa Program.

\$750 2 AVAILABLE

ColorFest Shuttle Sponsor

- Logo and thank you ad prominently displayed in shuttle van.
- Receive two Colorfest T-Shirts.
- Half page advertisement or coupon printed in Passport to Pagosa Program.

\$500 1 AVAILABLE

ColorFest T-Shirt Sponsor

- Half page advertisement or coupon printed in Passport to Pagosa Program.
- Your logo prominently displayed on the back of all printed t-shirts.
- Receive two Colorfest T-Shirts.

\$350 Unlimited

ColorFest Banner Sponsor

- Banner displayed on balloon basket for both Saturday and Sunday balloon launch.
- Half page advertisement or coupon printed in Passport to Pagosa Program.

\$250 Unlimited

These events are not possible
without the support of
sponsors like you!

Naomi Lindquester
SPECIAL EVENTS COORDINATOR
PAGOSA SPRINGS CHAMBER OF COMMERCE
EVENTS@PAGOSACHAMBER.COM
(970)264-2360 EXT 111