

SPONSORSHIP OPPORTUNITIES

COLOR

Pagosa Springs, CO

Fest

'24



T Carter (she/her) Special Events Coordinator
970.264.2360 ext. 111 · events@pagosachamber.com
pagosachamber.com/colorfest



38th Annual ColorFest

The Pagosa Springs Area Chamber of Commerce is hosting the 38th Annual ColorFest this 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, September 20. Guests will enjoy tastes of wine from around the world while experiencing local cuisine from Pagosa & the surrounding area.



Bands and Brews Festival takes place on the afternoon of Saturday, September 21. Attendees listen to live music while enjoying tastes from breweries throughout the 4-Corners Region. As the sun sets, we light up the night with a spectacular balloon glow.

Hot air balloons will fill the skies during a mass hot air balloon ascension downtown on Saturday and uptown on Sunday. Close to 40 balloons will take to the skies around 8 am each day.

These events would not be possible without the generous support of our sponsors. There are several ColorFest Sponsorship opportunities and we are sure there's one that works 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.



AVAILABLE SPONSORSHIP OPPORTUNITIES

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 (2 Available)

T-Shirt Sponsor: \$350 (Many Available)

Banner Sponsor: \$250 (Many Available)

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.
- Advertisement or coupon in the Passport to Pagosa Program. Size is dependent on level of sponsorship.

Title Sponsor

\$3,500
2 AVAILABLE

- Banner displayed prominently during Passport to Pagosa and Bands & Brews, and displayed on balloon basket for both Saturday and Sunday balloon launch
- 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 MJ Live Broadcasts, and a guest appearance on MJ Live.
- Your logo prominently displayed on all printed advertising materials.
- 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 in the Passport to Pagosa Program.

Event Sponsor

\$2,000
2 AVAILABLE

- Banner displayed prominently during Passport to Pagosa and Bands & Brews, and displayed on balloon basket for both Saturday and Sunday balloon launch
- 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 on MJ Live
- 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 in the Passport to Pagosa Program.

Entertainment Sponsor

\$1,500
3 AVAILABLE

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

Pilot Breakfast Sponsor

\$750
2 AVAILABLE

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

Shuttle Sponsor

\$500
2 AVAILABLE

- Logo and thank you ad prominently displayed in shuttle van.
- Receive 2 Tickets to Bands & Brews
- Half page advertisement or coupon in Passport to Pagosa Program.

T-Shirt Sponsor

\$350
MANY AVAILABLE

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

Banner Sponsor

\$250
MANY AVAILABLE

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



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

T CARTER (she/her)
SPECIAL EVENTS COORDINATOR
PAGOSA SPRINGS CHAMBER OF COMMERCE
EVENTS@PAGOSACHAMBER.COM
(970)264-2360 EXT 111