



Photo Credit: City of Fort Collins / John Robson

OPEN STREETS

Ride, the route



2019 Sponsorship & Vendor Package

About Open Streets

2019 marks the fifth year for Open Streets events in Fort Collins, where participants can expect 1-2 miles of car-free, family-friendly streets. Participants are encouraged to *Ride the Route* and explore programmed areas called “plazas”, temporary hubs of activity provided by local businesses and organizations. The routes generally include attractive neighborhood elements such as parks, and other key destinations like churches, schools, and commercial centers.

Open Streets events aim to show participants that travelling by bike, foot, scooter, and other active, car-free transportation modes can be comfortable, easy, and a healthy alternative to driving. Plazas are strategically located throughout the event route to encourage movement along the entire route, although participants can also visit only a portion of the route for a fun-filled, relaxed experience. Each plaza is unique: they could include live music, local food trucks, health and wellness inspired activities, and participant-made art! The possibilities are endless at Open Streets.

As an Open Streets sponsor or vendor, you have an opportunity to connect with participants at a uniquely Fort Collins event. The event marketing mix is comprised of digital and print material leading up to the event, plus many great opportunities for spreading your brand during the event. Come *Ride the Route* with us!

Mission

The mission of Open Streets is to create a unique, activity-inspired event along walkable and bikeable routes in Fort Collins. Vendors are highly encouraged to provide health, wellness, and movement-oriented activities for participants to get participants moving, connect with local organizations, and explore new neighborhoods and their inherent assets.

Event Details

Date: Sunday, June 16, 2019, 10:00 a.m. to 3:00 p.m.

Location: Maple St. from Putnam Elementary to Sherwood St., north to Lee Martinez Park

Reach: 5,000-8,000 participants, generally neighborhood residents and families.

Date: Sunday, September 29, 2019, 10:00 a.m. to 3:00 p.m.

Location: *Route to be determined in Northwest Fort Collins*

Reach: 5,000-8,000 participants, generally neighborhood residents and families.

Promotional Highlights

More than 60 vendors, including food trucks and local businesses and organizations.

Free, healthy, wellness-oriented activities for all ages.

Live music and local art, including Chalk the Block and Make More Art Battle.

Car-free and family-friendly environment.

Contact

Nick Heimann - FC Bikes Program Specialist - City of Fort Collins

Phone: 970.416.2628 | **Email:** nheimann@fcgov.com

Sponsor Benefits

Exclusive Title Sponsor, \$10,000+

Emcee Main Stage, including introducing each act and promotion of own organization.
Volunteer opportunities for employees and families or all ages.
Logo on Open Streets website, title placement.
Logo on Main Stage, title placement.
Social media recognition.
Logo on direct mailings (2,000-3,000 per event), title placement.
Logo on postcards and door hangers (500-1,000 per event), title placement.
Logo on Gateway signage (2-5, route dependent), title placement.
Logo on route wayfinding signage (qty route dependent), title placement.
Acknowledgement in all press releases.
Logo on digital and print map (500+), title placement.
Logo on email newsletter, title placement.
Option 1 organizational 10'x10' tent per plaza.

Gold Main Stage Sponsor, \$5,000

Volunteer opportunities for employees and families or all ages.
Large logo on Open Streets website.
Large logo on Main Stage.
Social media recognition.
Large logo on direct mailings (2,000-3,000 per event).
Large logo on postcards and door hangers (500-1,000 per event).
Large logo on Gateway signage (2-5, route dependent).
Large logo on route wayfinding signage (qty route dependent)
Acknowledgement in all press releases.
Large logo on digital and print map (500+).
Large logo on email newsletter.
Option 1 organizational 10'x10' tent per plaza.

Silver Sponsor, \$3,000

Social media recognition.
Large logo on direct mailings (2,000-3,000 per event).
Large logo on postcards and door hangers (500-1,000 per event).
Large logo on Gateway signage (2-5, route dependent).
Large logo on route wayfinding signage (qty route dependent)
Acknowledgement in all press releases.
Large logo on digital and print map (500+).
Large logo on email newsletter.
1 organizational 10'x10' tent per plaza.

Secondary Stage Sponsor, \$1,500

Logo on Main Stage.
Large logo on secondary stage.
Logo on direct mailings (2,000-3,000 per event).
Logo on gateway signage (2-5, route dependent).
Logo on wayfinding signage (qty route dependent).
Acknowledgement in all press releases.
Logo on digital and printed map (500+).
Logo on email newsletter.
1 organizational 10'x10' tent.

Plaza Sponsor, \$1,000

Logo on gateway signage near sponsored plaza.
Logo on wayfinding (qty route dependent).
Acknowledgement in all press releases.
Logo on digital and print map (500+).
Logo on email newsletter.
1 organizational 10'x10' tent in sponsored plaza.

Vendor, \$100

Logo digital and print map (500+).
Logo in email newsletter.
1 organizational 10'x10' tent.

Sponsor Benefits

<i>Per Event</i>	Vendor: \$100	Plaza Sponsor: \$1,000	Secondary Stage Sponsor: \$1,500	Silver Sponsor: \$3,000	Gold Main Stage Sponsor: \$5,000+	Exclusive Title Sponsor: \$10,000+
Introduce each act from stage						*
All-ages volunteer opportunities for staff and families					*	*
Logo on website					*	title placement
Logo on Mainstage signage			large on secondary stage		large on mainstage	title placement
Social media post recognizing sponsorship				*	*	*
Logo on direct mail letters to route residents (2,000-3,000)				*	*	title placement
Logo on direct mail postcard and door hangers (500-1,000)			stage name placement	*	large	title placement
Logo on Gateway signage (2-5, route dependent)		zone placement	stage name placement	*	large	title placement
Logo on wayfinding signage (qty route dependent)		zone placement	stage name placement	*	large	title placement
Acknowledged in all press releases		*	*	*	*	*
Logo/name on digital and printed Gap/Program (500+)	name + 100 characters	zone placement	stage name placement	*	large	title placement
Logo/name on email newsletter	name + 100 characters	zone placement	stage name placement	*	large	title placement
10x10 exhibitor tent/space	*	*	*	1 per hub	1 per hub	1 per hub

Sponsor Agreement

Sponsor Information

Please list the following information as you wish it to appear in promotional materials. Sponsorship Agreement and sponsor logo are due May 1, 2019 for June event, and August 1, 2019 for September event.

Sponsor Name: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Event of Choice

Select the event you wish to sponsor. If selecting more than one event, sponsorship will be doubled to reflect participation in both events.

- June 16, 2019
- September 29, 2019

Sponsor Level

Select your sponsorship level of choice. An invoice will be sent to the contact listed above.

- | | |
|---|--|
| <input type="checkbox"/> Exclusive Title Sponsor, \$10,000+ | <input type="checkbox"/> Secondary Stage Sponsor, \$1,500 |
| <input type="checkbox"/> Gold Main Stage Sponsor, \$5,000 | <input type="checkbox"/> Plaza Sponsor, \$1,000 |
| <input type="checkbox"/> Silver Sponsor, \$3,000 | <input type="checkbox"/> Vendor, \$100 (most popular) |

Signature

I hereby enter into a Sponsorship Agreement with the City of Fort Collins FC Bikes Program for Open Streets.

Authorized Sponsor Contact

Signature

Date

Submit to: Nick Heimann, nheimann@fcgov.com, 281 N. College Ave., PO Box 580, Fort Collins, CO 80522