

# 2021 Vendor and Sponsor Guide



## About Open Streets

2021 marks the 7<sup>th</sup> 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 areas called “Activity Hubs”- temporary clusters of activity provided by local businesses and organizations. Open Streets routes are generally considered walkable and bikeable, and 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 healthy alternatives to driving. Activity Hubs 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 Hub 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 vendor or sponsor, 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 to the over 5,000 participants we’ve come to expect! Come *Ride the Route* with us at Open Streets.

## Mission

The mission of Open Streets is to create a unique, activity-inspired event along walkable and bikeable routes in Fort Collins with the aim that participants will engage in active transportation, like walking, bicycling, and scooting during the event and continue to use active transportation and Open Streets routes after the event concludes. Open Streets events help the community re-imagine how our roadway space is used by creating temporary car-free spaces for people to enjoy while walking, bicycling, rolling, or scooting. Vendors are highly encouraged to provide health, wellness, and movement-oriented activities for participants to get them moving and exploring new bikeways, neighborhoods, and inherent assets within.

## 2021 Event Details

**Date:** Saturday, September 18, 2021, 10:00 a.m. to 3:00 p.m.

**Location:** Jackson Ave. and City Park Ave. from Mountain Ave. to Bennett Rd.

**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 hosted by local organizations
- Live music, local art, participatory experiences, and cultural activities
- Car-free and family-friendly environment

## Fees

There are two ways to engage with Open Streets: as a vendor or as a full-fledged event sponsor with exclusive benefits tailored to meet your budget and marketing goals.

**Vendor:** \$100 with reduced costs for non-profits and government agencies.

**Sponsor:** \$1,000-\$3,600, with unique and exclusive benefits described below.

Your fees and sponsorships are used to help us pay to produce the Open Streets event that you are participating in. The City of Fort Collins is a not-for-profit organization and will only collect fees and sponsorships less than or equal to the amount budgeted to produce the event.

## Payment Process

Staff will contact you once your application has been approved. Then, you will receive a form via email that indicates approval and provides payment options. You will be able to pay your fee over the phone with credit card, debit card, or e-check.

A service charge of \$25.00 will be charged for all returned checks. All fees and sponsorships are non-refundable unless the City of Fort Collins cancels the event for any reason.

## Vendor Information

Vendors will be grouped into Activity Hubs with 10-15 other local businesses or organizations, sometimes grouped by common theme or business type. Participants *Ride the Route* to explore Activity Hubs which are designed to slow down participants and create an opportunity to connect with local organizations.

### Vendor Fees

- Private Business: **\$100**
- Non-profit organization or government agency: **\$50**
- City of Fort Collins Department: **No charge**

### Included in the Fee

- One 10'x10' space for your organizational tent to host free, interactive activities. You may conduct sales in addition to hosting your free activity. **All vendors should plan a free activity.** Space is flexible. Staff will assign your location. (Additional spaces or central placement in one Hub additional \$100)
- Logo included on our print and digital Event Program featuring Route Map.
- Direct access to 100s of participants who will engage in your interactive activity.
- Limited shout outs in social media, newsletters, and other general event promotion.

## Sponsorship Information

Open Streets sponsors reach thousands of community members while directly supporting core components of the event! Only one sponsor per package available, with exclusive benefits available for each. When you register, you'll indicate which package(s) you are interested in, and we will follow up with you to confirm. We are looking for sponsors for the following packages:

**Safety:** Open Streets is all about safe, family-friendly fun in the streets. Help us keep our community safe by sponsoring emergency services, traffic control, and other crucial safety measures. **Exclusive benefit:** *all volunteers and emergency services staff wear buttons featuring your logo and premier logo placement throughout event route on kiosks, wayfinding, and at major intersections.* **\$3,600**

**Music:** Music is what makes Open Streets feel like a celebration! Support live music from local artists with this sponsorship. **Exclusive benefit:** Premier branding of music stage(s), exclusive influence over music lineup, and premier logo placement on Event Program. **\$3,100**

**Marketing:** Ensure that the entire Fort Collins community feels invited to Open Streets by supporting our direct mailing, poster printing, and other marketing activities with a reach of 3,000+ community members. **Exclusive benefit:** Premier logo placement on our direct mailings, community outreach collateral, and community posters, plus receive a commemorative event poster directly. **\$3,000**

**Sustainability:** Help us keep Open Streets environmentally friendly by sponsoring recycling, water bottle refill stations, and other sustainability efforts. **Exclusive Benefit:** Premier logo placement at all recycling and water stations, and premier logo placement in Event Program. **\$2,400**

**Volunteers:** Sponsor our team of volunteers by covering the cost of food, coordination efforts, and T-shirts. Typical volunteer pool is 40-60 volunteers per shift, multiple shifts throughout the day. **Exclusive Benefit:** Premier logo placement on volunteer t-shirts, sponsor designs the shirt (optional), premier logo placement at Volunteer Headquarters and provides branded volunteer appreciation swag. **\$2,000**

**Arts Programming:** You can make Open Streets a truly unique experience as the Arts Programming Sponsor, supporting the Make More Art Battle, Open Beats, Chalk the Block and other arts activities. **Exclusive Benefit:** Stencils of your logo included in Chalk the Block, premier logo placement at other arts activities areas and premier logo placement on Event Program. Your logo will be chalked on the street in arts areas before the event begins. **\$1,600**

*Additional details for each sponsorship type are available upon request.*

**All sponsorships include the following benefits:**

- Organizational 10'x10' space (optional) centrally located within an Activity Hub for your organizational tent.
- Logo Placement
  - Open Streets website
  - Email newsletter (reach of 5,000+ each, sent one and two months prior to event)
  - Activity Hub naming
  - Select placement on Event Program, unless selecting a sponsorship option that includes Premier Event Program Placement
- Social media recognition
- Acknowledgement in all press releases

**Optional Sponsor Add-ons**

Sponsors can opt to choose additional add-ons not already included in your selected sponsorship package.

- Logo Placement (mix and match) **\$200 each**
  - Open Streets community posters (100-150, included in Marketing Sponsorship)
  - Direct mailings (2,000-3,000, included in Marketing Sponsorship)
  - Postcards and door hangers (500-1,00, included in Marketing Sponsorship)
  - Kiosk signage (2-5, route dependent, included in Safety Sponsorship)
  - Route wayfinding signage (quantity is route dependent, included in Safety Sponsorship)
- Emcee Main Stage, including introducing each act and promotion of own organization **\$300** (Included in Music Sponsorship, which will introduce supplementary Emcees)
- Volunteer opportunities for employees and families (groups larger than 15, talk to us) **No charge**
- Include branded swag for event volunteers **\$300** (included in Volunteer Sponsorship)
- Have another idea? Let us know! We will create an exclusive, custom set of benefits with you, **starting at \$1,000.**

## How to Register

[Click here](#) to provide us with your organization's information, sponsorship choices, booth/activity plans, and payment by **August 6, 2021**. Once you've registered online, a staff member will be in touch to confirm or work through details.

**Need assistance brainstorming an activity for your booth?** We are here to help! Check out the list of example activities below or reach out to us for additional ideas. Be sure to reach out before the registration deadline!

### Example Activities

- Art competitions or demos
- Drop-in exercise classes
- Photo booths
- Bike/Scooter/Skateboard decorating
- Musical instrument demos
- Tie-Dye
- Yard or carnival-like games
- Trivia
- Obstacle courses
- Cooking demos
- Bike maintenance tutorials
- **Anything interactive and family-friendly!**

## Contact

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