



PRIDE AT RIVERDALE REGIONAL PARK

Riverdale Regional Park, June
18 2022

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Brighton, 80601

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A New Tradition

Riverdale Regional Park Mission

To significantly enhance quality of life, enrich communities, and inspire.

A COMMUNITY FOR ALL

Built in 1969, the Riverdale Regional Park, is home to the Adams County Fair, the annual Stars and Stripes Celebration, and many other large-scale outdoor events. With its 19-acre park and amphitheater it is the perfect setting to bring quality entertainment to the Denver Metro Area. With this event we plan to bring transformational movements to advance equity and justice for LGBTQ+ people in all communities across Adams County.

YOUR COMPANY

The following levels outline the marketing and communication opportunities associated with becoming a sponsor of this new event. We believe you will find these levels provide an excellent marketing return on investment.

Contributing Sponsor

Pre-Event Marketing and Advertising

- **Guaranteed Media Coverage**
 - Contributing Sponsor Recognition in paid and promotional advertising campaign
 - Logo inclusion in all paid and promotional print advertising when space permits
 - Recognition in digital and social media marketing with associated asset
- **Full Promotional Rights**
 - Contributing Sponsor logo recognition in all promotional materials including:
 - Flyers
 - Posters
 - Postcards
- **Digital Marketing**
 - Extensive recognition on the Adams County Fair website – Pride Page (www.adamscountyfair.com) receiving more than 175,000 views annually
 - Logo and link on Sponsor tree on event page
 - Recognition in Adams County Fair e-newsletter prior to concert with over 7,000 subscribers
 - Opportunity to provide one (1) Facebook Posts for Riverdale Regional Park Facebook

On-Site Exposure

- **Dominant On-Site Recognition & Engagement**
 - Logo recognition on onsite signage
 - Entrance/Exit banners (2) provided by organizer
 - Opportunity to provide one (1) banner to be displayed in amphitheater
 - Premium exhibition booth space for Festival
- **Customer Relations and Staff Benefits**
 - Hospitality Benefits for distribution to key customers, clients, and employees:
 - Ten (10) GA Tickets
 - Two (2) Parking Passes

Total Cost for Contributing Sponsor Package - \$3,000