

GLENWOOD SPRINGS, COLORADO

SINCE 1898
Strawberry Days



2024

SPONSORSHIP PACKAGES

The Glenwood Springs Chamber Foundation celebrates the 127th Annual Strawberry Days Festival June 21-23, 2024 at Two Rivers Park.

Our beloved festival has become part of our community's identity and a tradition that the Glenwood Springs Chamber Foundation is honored to preserve. The weekend hosts three days of free live main stage entertainment, an arts and crafts fair, family activities, delicious food and drink and an old-fashioned parade.

Our dedicated community partners and sponsors are an essential ingredient to ensuring Strawberry Days remains a free festival to be enjoyed by all. We invite your business or organization to join us in celebrating the 127th Annual Strawberry Days Festival and leave a **sweet** 🍓 impression on the hearts of our community!

Community Engagement



Positive Brand Association



Customized Benefits ++



Levels

Multiple sponsorship levels available to showcase your business.



Networking Opportunities



Marketing

Prominent Brand Exposure
On-Site Visibility
Digital Presence
Media Coverage



Perks!



WHY sponsor Strawberry Days?



Positive Brand Association: Being a sponsor of the Annual Strawberry Days Festival associates your brand with family-friendly, fun, and positive experiences, enhancing your company's reputation.

Community Engagement: Align your brand with the festival's commitment to community values and traditions, showcasing your dedication to supporting local culture and entertainment.

Networking Opportunities: Connect with other sponsors, local businesses, community members and visitors.

Customized Benefits: Tailor your sponsorship to meet your specific marketing and promotional goals, ensuring a meaningful and effective partnership.

Digital Presence: Your logo and company information will be prominently displayed on the festival's official website, reaching a wide online audience. Social media mentions and posts will also feature your brand, extending your reach to a broader demographic.

Media Coverage: A variety of media coverage, with your company being mentioned in press releases, radio and newspaper advertisements leading up to the event. This comprehensive media exposure ensures your message reaches a vast audience.

Sponsorship Opportunities

TITLE SPONSOR

A Festival to Remember, a Brand to Celebrate

This remarkable sponsorship opportunity offers a wide range of benefits, showcasing your brand's commitment to community engagement, local history, culture and entertainment. By aligning your company with this beloved event, you'll not only enhance your brand's visibility but also foster goodwill within the community. Prominent brand exposure ensures widespread recognition and establishes your brand as a community leader. Exclusive naming rights creates a strong association between your brand and the event, reinforcing brand recognition.



MAIN STAGE

Elevate Your Brand to the Spotlight

Your brand will be prominently featured on our main stage, the focal point of the event. Every attendee's eyes will be drawn to your company, ensuring maximum exposure as you help Strawberry Days make a lasting impression on our attendees.

BEER GARDEN

Raise a Glass to Partnership!

Quench the thirst of festival attendees while raising your brand to new heights. This is your chance to be part of an event that combines great beverages, good company, and unforgettable moments.



GREEN STRAWBERRIES

Leading the Green Revolution

Let your brand take the lead in promoting eco-conscious practices, reducing the event's carbon footprint, and inspiring attendees to make sustainable choices.



FAMILY FEST

Crafting memorable family moments

Be at the center of cherished family memories by becoming the sponsor of Family Fest which offers a wide range of family-friendly activities, such as games, face painting, storytelling, and more. This is an opportunity to show that your brand values family bonds and the importance of shared experiences.

PARADE

Leading the Community Showcase

Align your brand with the joyful and vibrant spirit of the Strawberry Days parade, creating positive associations with excitement, celebration, and community engagement. As a highlight of the weekend, the parade attracts a diverse and enthusiastic audience.



BERRIES and CREAM

Savor the Sweet Moments

Delight in the opportunity to become the sponsor of our delectable and cherished strawberries and ice cream offering. Your brand will be at the forefront of a heartwarming experience where attendees can savor the simple joys of life, share smiles, and create sweet memories.



ARTS VILLAGE

Nurturing Creativity and Community

Place your brand front and center in the festival's Arts Village, showcasing your brand values the artistic spirit and the importance of hands-on community engagement.



BIKE CORRAL

Pedal Toward a Sustainable Future

As the Bicycle Corral sponsor, you'll play a vital role in promoting eco-friendliness, community engagement, and active living while showcasing your commitment to a greener future and wellness.



WATER STATION

Hydrating the Heart of the Celebration

Your brand will flow through the event, quenching the thirst of attendees and ensuring their well-being while they immerse themselves in the festivities. All while promoting environmental responsibility by offering a convenient place for attendees to refill reusable water bottles, reducing plastic waste.



FRIEND OF STRAWBERRY DAYS

Supporting the Heart of Our Celebration

This sponsorship, though not tied to a specific area or activity, plays a vital role in ensuring the success and sustainability of our festival. Showcase your commitment to our community and the spirit of celebration and togetherness.





SHADE TENT

Providing Cool Comfort and Brand Visibility

This sponsorship opportunity allows your brand to offer a respite from the sun's rays while ensuring your presence is seen and appreciated by attendees seeking shelter.

STRAWBERRY SEEDS

Cultivating the Future for Less



This an affordable opportunity for you to contribute to the growth and prosperity of our festival in a meaningful way. For a minimal dollar amount, you can play a vital role in nurturing the future of Strawberry Days.



We love participating in Strawberry Days! The music, food and vendors all come together for an amazing weekend of connecting with our community. Sponsoring the event gives us the opportunity to meet and mingle with both current and potential customers in a casual, fun environment."

Adam Decker of Adam Decker State Farm



Contact Tara Harman at tara@glenwoodchamber.com or 970-945-6589.