



2026 SPONSORSHIP PACKAGES

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 129th Annual Strawberry Days Festival and leave a sweet impression on the hearts of our community!

At a Glance

- 🍓 Founded: 1898 – Celebrating 129 years June 19-21, 2026
- 🍓 Live Music: 11+ performances on the Main Stage over three days
- 🍓 Vendors: 120+ food and arts & crafts vendors
- 🍓 Traditions: Free strawberries and ice cream served on Saturday after a hometown parade
- 🍓 Attendance: In 2024, Strawberry Days attracted 29,840 visits (25,678 unique visits), and in 2025, Strawberry Days attracted 30,955 visits (26,160 unique visits), according to Placer.ai.

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?

“ 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



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.

Strawberry Days by the Numbers

In 2025, Strawberry Days attracted **30,955 attendees (26,160 unique visits)**, according to Placer.ai.

FESTIVAL ATTENDEES (Visitors vs. Locals)

**total is over 100% due to overlapping boundaries*

Source: placer.ai	2024	2025
Location	Total Visits 29,840	Total Visits 30,955
	% of Total Visits	% of Total Visits
Glenwood Springs	35.2%	29.9%
Garfield County	66.2%	62.5%
Colorado	91.7%	90.4%
Out of State	8.3%	9.5%

The table to the left shows that a large share of attendees are local residents from communities throughout Garfield County—a clear sign of just how deeply cherished Strawberry Days is by those who call this region home. This strong local turnout speaks volumes about the festival’s cultural significance, its role in fostering community pride, and its value as a unifying tradition that brings people together year after year.

Economic Impact:

As Glenwood Springs' signature annual event, Strawberry Days not only serves thousands of residents but also draws more than **21,000 visitors** from neighboring communities and beyond, generating a meaningful economic boost supporting local hotels, restaurants, retailers and attractions.

Alternative Sources of Transportation:

- 852 attendees arrived by bicycle
- 1,236 used the event shuttle
- 3,640 rode Ride Glenwood (nearly double the typical June weekend ridership)
- 8,300 pedestrians crossed the Colorado River the week of the event (compared to roughly 2,200 on a typical week in the summer)

Local Vendors & Nonprofits:

- 12 local food vendors, 25 local artists and 8 nonprofit booths
- Nonprofits raised over **\$64,000** in 2025 through ancillary events

Zero Waste:

In 2025, the event diverted **80%** of festival waste through composting and recycling. We have had the Zero Waste program in place since 2011.

OUR REACH

- Website (strawberrydays.com): 95,829 hits (January-August 2025)
- Social Media: 1,111 Instagram (strawberrydays4ever) followers, 6,774 Facebook (strawberrydaysfestival) followers
- Media: Coverage from local & regional outlets (radio, print, email)

Sponsorship Opportunities

TITLE SPONSOR **SOLD!**

This premier sponsorship positions your brand as the face of a beloved community event, highlighting your commitment to local history, culture, and entertainment. With exclusive naming rights and high-visibility brand exposure, your company gains widespread recognition, builds community goodwill, and is firmly established as a community leader.

BEER GARDEN **SOLD!**

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 **1 REMAINING!**

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

BERRIES and CREAM **SOLD!**

Sponsor our beloved strawberries and ice cream experience and put your brand at the center of a simple, joyful tradition. This sponsorship creates a feel-good moment where attendees share smiles, savor a classic treat, and make sweet memories.

ARTS VILLAGE **5 REMAINING!**

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.

HYDRATION STATION **SOLD!**

Keep attendees refreshed throughout the event while reinforcing your brand's commitment to sustainability.

STRAWBERRY SEEDS **AVAILABLE**

This an affordable opportunity for you to contribute to the growth and prosperity of our festival in a meaningful way.

MAIN STAGE **1 REMAINING!**

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.

FAMILY FEST **SOLD!**

Put your brand at the heart of family fun with games, face painting, storytelling, and more, showcasing your commitment to family connections and shared experiences.

PARADE **1 AVAILABLE**

Align your brand with the vibrant spirit of the Strawberry Days parade—a signature weekend highlight that draws a diverse, enthusiastic crowd and celebrates community and connection.

BIKE CORRAL **SOLD!**

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.

SHADE TENT **5 REMAINING!**

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.

FRIEND of STRAWBERRY DAYS **NEW!!**

Celebrate your love for Glenwood Springs' signature summer tradition by becoming a Friend of Strawberry Days. With a donation of \$100 or more, you'll receive a limited edition art print from a local artist to proudly display in your business or home.

WE CUSTOMIZE!

Let's get creative and customize a sponsorship to better fit your organization.