SPONSOR GRANBY

2026 EVENTS

DESTINATION GRANBY COLORADO

DEAR COMMUNITY MEMBERS

Destination Granby, an accredited Main Street America organization, is a small but mighty nonprofit serving the mountain community of Granby, Colorado. We plan and host major events, provide marketing and business support, and lead beautification and placemaking projects that make Granby a more vibrant and welcoming place. We also operate the Granby Information Center and promote the greater Granby area as a destination for visitors from near and far.

At the heart of everything we do is a deep belief that a strong community is built through connection. We are your neighbors, friends, and fellow residents, committed to preserving the best of Granby's history while also creating new opportunities for people to come together. Whether it's through a summer music night, a holiday festival, or a streetscape improvement, our work is about strengthening relationships, fostering local pride, and ensuring that Granby remains an authentic, thriving mountain town for years to come.

While the Town of Granby supports us, much of our work depends on the generosity of sponsors like you. Your sponsorship is more than financial support — it's an investment in the shared experiences that knit our community together. It enables us to keep community events free and accessible, enhance our downtown so it becomes a natural gathering space, and create moments where residents and visitors alike can connect, celebrate, and belong.

When you sponsor Destination Granby, you're helping us do more than host events — you're helping us build a stronger, more connected community. And after all, that's what makes Granby not just a place to visit, but a place to call home.

Sarah Cichon
Executive Director

MISSION

Destination Granby is committed to engaging with the community and fostering a dynamic economy by connecting people, places and businesses.

VISION

To build a vibrant downtown as the heart of our community, so that all of Granby thrives.

STAFF

SARAH CICHON

Executive Director

KAYTE SPILLER

Events Manager

MEGAN SCHROETEL

Marketing & Communications

AREAS OF IMPACT

PROMOTIONS

Tell the Story of Granby

Illustrate the beauty and charm of downtown and the Granby region by showcasing our independent businesses, family-friendly town, endless outdoor recreation, and community events. Our marketing efforts support local while attracting others to Granby for their next Rocky Mountain escape.

COMMUNITY ENGAGEMENT

Harness the Energy of Granby

Produce and promote community events that bring people together, activating downtown as an inclusive space. Building relationships with community partners and rally volunteers, while seeking input from all residents to help guide our collective vision.

BUSINESS SUPPORT

Sustain and Grow Granby's Economic Health

Advocate for the business community by leveraging our tools and resources to promote strategic growth and stability. Creatively support Granby's economic health through partnerships and the Main Street Approach.

PLACEMAKING

Enhance Granby as a Place to Gather

Activate and beautify the physical aspects of Granby, creating a place where all residents and visitors want to gather, shop, dine and celebrate. Enhance the downtown space by honoring our small-town charm and history through creative endeavors. Make Granby the place where people want to stop and explore.

3 LAKES ICE FISHING CONTEST

JANUARY 23 - 25, 2026

The longest running ice fishing contest west of the Mississippi is in its 38th year! Proceeds from this event will fund Destination Granby's programming and operating costs, which support the Granby community.

EVENT DETAILS

- **Dates:** January 23rd, 24th & 25th 2026
- **Kickoff Party:** TBD
- **Location:** Granby, Colorado – Lake Granby, Shadow Mountain Reservoir, and Grand Lake
- **$70K+** Cash and Prizes

AUDIENCE & REACH

- 1,300+ Multi-Generational Participants
- Advertising Reach: 350,000+

BENEFIT LEVELS

PRESENTING SPONSOR - *$10,000*

Unavailable at this time.

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - One Dedicated Business Post
- **Social** - Logo on All 3 Lakes Social Graphics
- **Email** - Logo on 3 Lakes Email Marketing Campaign
- **Email** - Dedicated 411 Spotlight on Business
- **Print** - Logo on all Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Video** - Logo in Post-Event Recap Video
- **Event Signage** - Town Sign "Presented By"
- **Event Signage** - Logo on Weigh Station Banner

CONTINUED ABOVE

PRESENTING SPONSOR - *Continued*

- **Event** - Mention at FB Live Prize Package Giveaway
- **Event** - Nightly Mentions at Awards Ceremonies
- **Event** - Product Placement in Welcome Bags (Sponsor Provided)
- **Event** - 6 Comp. 3-Day Contest Registrations
- **Event** - 6 Comp. Tickets to Kickoff Party
- **Merchandise** - Comp. 3 Lakes Merch

KICKOFF EVENT SPONSOR - $5,000

- **Exclusive Party Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Web** - Logo Displayed on Event Invitation
- **Social** - Logo on All Kickoff Party Posts
- **Social** - Tagged mention on social Giveaway Post
- **Email** - Logo on 3 Lakes Email Marketing Campaign
- **Print** - Logo on all Print & Digital Materials
- **Event Signage** - Logo on Signage at Party and Event
- **Event** - 4 Comp. 3-Day Contest Registrations
- **Event** - Kickoff Party Tickets
- **Merchandise** - Complimentary 3 Lakes Merch

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Questions? Email kayte@destinationgranby.com

BENEFIT LEVELS (CONT.)

DIAMOND SPONSOR - $5,000

- **Web** - Logo Displayed on Event Page
- **Social** - One Dedicated Business Post
- **Social** - Tagged mention on social Giveaway Post
- **Email** - Logo on 3 Lakes Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Video** - Logo in Post-Event Recap Video
- **Event** - Logo on Weigh Station Banner
- **Event** - Prize Package Named After Business
- **Event** - Nightly Mentions at Awards Ceremonies
- **Event** - Product Placement in Welcome Bags (Sponsor Provided)
- **Event** - 4 Comp. 3-Day Contest Registrations
- **Event** - 4 Comp. Tickets to Kickoff Party
- **Merchandise** - Complimentary 3 Lakes Merch

YOUTH ANGLER SPONSOR - $2,500

Unavailable at this time.

- **Web** - Logo Displayed on Event Page
- **Social** - One Dedicated Business Post
- **Social** - Tagged mention on social Giveaway Post
- **Email** - Logo on 3 Lakes Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Video** - Logo in Post-Event Recap Video
- **Event** - Youth Prize Package Named After Business
- **Event** - Logo on Weigh Station Banner
- **Event** - Nightly Mentions at Awards Ceremonies
- **Event** - Product Placement in Welcome Bags (Provided by Sponsor)
- **Event** - 4 Complimentary 3-Day Contest Registrations

GARNET SPONSOR - $2,500

- **Web** - Logo on Event Page
- **Social** - One Dedicated Business Post
- **Social** - Tagged mention on social Giveaway Post
- **Email** - Logo on 3 Lakes Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Video** - Logo in Post-Event Recap Video
- **Event** - Logo on Weigh Station Banner
- **Event** - Nightly Mentions at Awards Ceremonies
- **Event** - Product Placement in Welcome Bags (Provided by Sponsor)
- **Event** - 4 Comp. 3-Day Contest Registrations

JASPER SPONSOR - $1,000

- **Web** - Logo on Event Page
- **Social** - One Dedicated Business Post
- **Social** - Tagged mention on social Giveaway Post
- **Print** - Logo on Printed Promotional Materials
- **Video** - Logo in Post-Event Recap Video
- **Event** - Logo on Weigh Station Banner
- **Event** - Nightly Mentions at Awards Ceremonies
- **Event** - Product Placement in Welcome Bags (Provided by Sponsor)
- **Event** - 2 Comp. 3-Day Contest Registrations

TAGGED FISH SPONSOR - $250

- **Web** - Logo Displayed on Event Page
- **Social**- Inclusion on Thank You Social Post

HOW TO GET INVOLVED

Volunteer opportunities for event days such as parking attendants, prize distribution and kickoff party assistance are available! If you wish to participate in a 3 Lakes Organizational Committee or create a promotional event during this busy weekend, contact our office.

DEADLINE

Commitment required by **12.1.2025**

Questions? Email kayte@destinationgranby.com

SUMMER SOUND STAGE

SUMMER SOUND STAGE SPONSOR

SUMMER, 2026

As Granby continues to see more participation at local events, we are adding the Summer Sound Stage Sponsorship to help support our increased efforts to bring great sound and music to Polhamus Park! This Sponsorship includes all concerts held on the stage throughout the summer including Music & Market, 4th of July Party in the Park, and Art in the Park.

BENEFITS

SUMMER SOUND STAGE SPONSOR - *$10,000*

- **Exclusive Naming Rights** - "Summer Sound Stage - Name of Company"
- **Web** - Logo Displayed on Summer Event Pages: Music & Market, 4th of July, Art in the Park
- **Radio** - KFFR Underwriting Announcement
- **Social** - One Dedicated Business Post for Each Event or Event Series
- **Social** - Logo on All 3 Lakes Social Graphics
- **Email** - Logo on Music & Market, 4th of July and Art in the Park Email Marketing
- **Email** - Dedicated 411 Spotlight or Blog on Business
- **Print** - Logo on all Print Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Business banner on Greenroom Tent for each concert
- **Event** - 10x10 Space at Each Concert

Questions? Email kayte@destinationgranby.com

DEADLINE

Commitment required by **4.1.2026**

MUSIC AND MARKET

THURSDAYS, JUNE 25 - AUGUST 13, 2026

Music & Market is held from 5:30 - 8:30 pm at Polhamus Park. Vendors sell various products such as honey, meat, produce, eggs, and more. Weekly bands play during the event.

AUDIENCE & REACH

- Local Grand County families
- Families from Denver and surrounding areas
- Annual Attendees: 4,000
- Advertising Reach: 820,000+

BENEFIT LEVELS

PRESENTING SPONSOR - $10,000

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - One Dedicated Business Post
- **Social** - Logo on all Music and Market Social Graphics
- **Email** - Logo on Music and Market Email Marketing Campaign
- **Email** - Dedicated 411 Spotlight Light on Business
- **Email & Social** - Logo on Post Event Survey
- **Print** - Logo on All Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event Signage** - "Presented By" signage at event
- **Event** - Weekly Recognition From the Stage
- **Event** - Logo on Photo Booth Prints (One Appearance at Event)
- **Event** - Logo on Limited Special Event Cups
- **Event** - 10x10 Space Available for the Series

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BENEFIT LEVELS (CONT.)

BIERGARTEN SPONSOR - $3,000 (CASH OR PRODUCT)

- **Web** - Logo Displayed on Event Page
- **Social** - One Dedicated Business Post
- **Print** - Logo on All Print & Digital Materials
- **Event** - Weekly Recognition from the Stage
- **Event** - Logo on Flag at Biergarten
- *This sponsorship level is a dual sponsorship for **Music and Market** and **Art in the Park***

DIAMOND SPONSORS - $1,000

8 AVAILABLE

- **Web** - Logo Displayed on Event Page
- **Social** - Inclusion in the Weekly Social Post
- **Social** - Inclusion in Sponsor & Thank You Post
- **Print** - Logo on All Print & Digital Materials
- **Print** - Logo on Printed Ad in Sky Hi for Week
- **Event** - Acknowledgement from Event Stage for Your Sponsored Week
- **Event** - 10x10 Space Available for Sponsored Week- *For entire season based on availability*

JASPER SPONSOR - $250

- **Web** - Logo Displayed on Event Page
- **Social** - Inclusion in Sponsor & Thank You Post
- **Print** - Logo on Printed Promotional Materials

HOW TO GET INVOLVED

Interested in joining a Music & Market Committee? For local businesses, consider extending hours on Thursday evenings to take advantage of additional downtown traffic! Create easy take-out food items to be enjoyed while watching music at Polhamus Park. Contact us to share your promotions! Come sell your goods at the market!

DEADLINE

Commitment required by **5.1.2026**

Questions? Email kayte@destinationgranby.com

4TH OF JULY

JULY 3 & 4, 2026

Granby is known for its 4th of July celebrations! Color runs, family bike rides, and air shows are common festivities that take place over the weekend.

AUDIENCE & REACH

- Local Grand County families
- Families from Denver and surrounding areas
- Parade Spectators: 8,000
- Advertising Reach: 360,000+

BENEFIT LEVELS

PRESENTING SPONSOR - $5,000

Unavailable at this time.

- **Exclusive Naming Rights** - "Presented By"
- **Web -** Logo Displayed on Event Page
- **Radio -** KFFR Underwriting Announcement
- **Social -** One Dedicated Business Post
- **Social -** Logo on All 4th of July Social Graphics
- **Email** - Logo on 4th of July Email Marketing Campaign
- **Print -** Logo on all Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event** - Logo on Photo Booth Prints
- **Event** - Logo on Parade Banner
- **Event** - Complimentary Parade Registration and Priority Placement in Parade
- **Event** - Business Flag with Logo at Event Stage at Party in the Park
- **Event** - Recognition at Party in the Park Event

DIAMOND SPONSOR - $1,000

- **Web** - Logo Displayed on Event Page
- **Social** - Inclusion in sponsor & thank you post
- **Email** - Logo on 4th of July Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Event** - Complimentary Parade Registration and Priority Placement in the Parade
- **Event** - Logo at Event Stage for Party in the Park
- **Event** - Acknowledgement at Party in the Park Event

JASPER SPONSOR $300

- **Web -** Logo Displayed on Event Page
- **Social** - Inclusion in Sponsor & Thank You Post
- **Print -** Logo on Printed Promotional Materials
- **Event** - Complimentary Parade Registration

HOW TO GET INVOLVED

Partner with us! Do you or your business have an idea for a new event or activity during the 4th of July festivities? Considering sidewalk sales or a drink special? Let us know so we can promote your items!

Questions? Email kayte@destinationgranby.com

DEADLINE

Commitment required by **5.15.2026**

ART IN THE PARK

AUGUST 29, 2026

This annual event features an artist competition that creates new art for the "long wall" mural, live music, community art activities, art vendors, food trucks and a beer garden.

AUDIENCE & REACH

- Local Grand County families
- Families from Denver and surrounding areas
- Attendees: 500
- Advertising Reach: 116,000+

BENEFIT LEVELS

PRESENTING SPONSOR - $3,500

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - One Dedicated Business Post
- **Social** - Logo on All Art in the Park Social Graphics
- **Email** - Logo on Art In The Park Email Marketing Campaign
- **Print** - Logo on all Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event** - Logo at Event Stage
- **Event** - Acknowledgement from Event Stage
- **Event** - 10x10 space at event

DIAMOND SPONSOR - $1,000

- **Web** - Logo on Event Page
- **Social** - Inclusion in sponsor & thank you post
- **Email** - Logo on Art In The Park Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Event** - Logo at Event Stage
- **Event** - Mention from Event Stage

JASPER SPONSOR - $300

- **Web** - Logo on Event Page
- **Social** - Inclusion in Sponsor & Thank You Post
- **Print** - Logo on Printed Promotional Materials

HOW TO GET INVOLVED

Join an art committee or host a community art activity at the event.

Questions? Email kayte@destinationgranby.com

DEADLINE

Commitment required by **7.15.2026**

GRANBY TRICK or TREAT
MAIN STREET

TRICK OR TREAT MAIN STREET

OCTOBER 30, 2026

Get ready for a spooky good time at Trick or Treat Main Street in Granby, Colorado! Kids of all ages can trick-or-treat at businesses along Agate Avenue and at the Granby Info Center lot.

AUDIENCE

- Local Grand County families
- Families from Denver and surrounding areas
- Attendees: 800
- Advertising Reach: 85,000+

BENEFIT LEVELS

PRESENTING SPONSOR - $2,500

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** -Logo on all Trick or Treat Posts Graphics
- **Email** - Logo on Trick or Treat Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event** - Logo on Photo Booth Prints
- **Event** - Logo on Trick or Treat Candy Bags
- **Event** - 10x10 space at Event

DIAMOND SPONSOR - $1,000

- **Web** - Logo Displayed on Event Page
- **Email** - Logo on Trick or Treat Email Marketing Campaign
- **Social** - Inclusion Sponsor Post on Social Media
- **Print** - Logo on All Print & Digital Materials
- **Event** - Logo on Trick or Treat Bags
- **Event** - 10x10 space at Event

JASPER SPONSOR - $300

- **Web** - Logo Displayed on Event Page
- **Social** - Inclusion Sponsor Post on Social Media
- **Print** - Logo on Printed Promotional Materials

HOW TO GET INVOLVED

Pass out candy to families, either at your Main Street location, or at the Information Center lot.

Questions? Email kayte@destinationgranby.com

DEADLINE

Commitment required by **9.15.2026**

HOMETOWN HOLIDAYS
& SMALL BUSINESS SEASON

BEGINS NOVEMBER 28, 2026

With Small Business Saturday as a launching pad for holiday shopping and events, festivities kickoff with the Tree Lighting & Light Parade on November 28 and continue through the end of the year!

AUDIENCE

- Local Grand County families
- Families from Denver and surrounding areas
- Advertising Reach: 110,000+

BENEFIT LEVELS

PRESENTING SPONSOR - $2,000

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - Logo on all Hometown Holidays Posts
- **Email** - Logo on Hometown Holidays Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event** - Acknowledgement at the Tree Lighting

JASPER SPONSOR - $300

- **Web** - Logo Displayed on Event Page
- **Social** - Inclusion in Sponsor & Thank You Post
- **Print** - Logo on Printed Promotional Materials
- **Event** - Acknowledgement at the Tree Lighting

HOW TO GET INVOLVED

This seasonal event has turned into several weeks of promotions in the Granby area. Any business with a holiday event, please partner with us to get your businesses in view with locals and visitors alike! Have ideas for Downtown events? Let us know! Would you like to contribute items for our town Tree Lighting? **Contact us to help create a wonderful, small town holiday season!**

Questions? Email kayte@destinationgranby.com

DEADLINE

Commitment required by **11.1.2025**

GET INVOLVED

Destination Granby is a community building organization and your contribution helps support our mission.

BENEFITS FOR GRANBY BUSINESS OWNERS

Destination Granby provides free resources and support to Granby businesses. Benefits are provided at no cost to any business or non-profit with a physical location or business license in Granby, CO.

- Access to your business listing on Destination Granby website where you can update business photos, description, amenities, and link to your website
- Invitation to Granby Business Networking meetings and Business Owner e-mail newsletter
- Access Event listings on Destination Granby event calendar
- Announcements listed in Granby 411 e-mail newsletter and on social media
- Business Referrals
- Brochures in Granby Information Center
- Notification of grant and funding opportunities

GRAND COUNTY BUSINESS OWNERS

Grand County businesses outside of Granby can partner with Destination Granby and access the same benefits for $250. Grand County non-profits organizations pay $100.

DONATE TO DESTINATION GRANBY

When you support Destination Granby, you are investing in the Granby community!

Destination Granby is a 501c3 non-profit organization. Your contribution is tax deductible. The amount of the contribution that is deductible for tax purposes is limited to the excess of any money contributed by the donor over the value of goods or services provided by the charity. Please consult your tax advisor regarding the deductibility of your contribution.

If you or your business is interested in donating to support our mission and vision outside of event sponsorship, your contribution is tax deductible.

Sponsorships are not tax deductible.

For questions regarding business benefits or donations, please email sarah@destinationgranby.com

SPONSORSHIP COMMITMENT

Name of Organization: _____

Sponsorship Level & Value: _____

Contact Name: _____

Title: _____

Mailing Address: _____

City: _____ State: _____

Zip Code: _____

E-Mail Address: _____

Phone Number: _____

Signature: _____

Payment Method:

- Check Enclosed (Payable to Destination Granby)
- Please Invoice our company (Invoices will be E-Mailed to the above address)
- Charge the below credit card (Additional CC processing fee of 4%)
- Bank Transfer (Additional processing fee of 1%)
- Donation of products or services (Listed below, including total value):

_____

_____

_____

_____

For Credit Card Payments

Type of Card: ☐ Visa ☐ MC ☐ AMEX ☐ Discover

Card Number: _____

Expiration Date: _____

Security Code: _____

Name as it appears on card: _____

Signature: _____

Please return this commitment form to:

Destination Granby
Attention: Kayte Spiller
PO Box 35
Granby, CO 80446

Or E-Mail to:

kayte@destinationgranby.com

Thank you from

DESTINATION GRANBY COLORADO

DESTINATION
GRANBY
COLORADO

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