SPONSOR GRANBY

2027



DESTINATION GRANBY COLORADO

DEAR COMMUNITY MEMBERS

At Destination Granby, we believe the strongest communities are built through connection, through the moments that bring people together, create a sense of belonging, and remind us why Granby is such a special place to call home.

For 2027, we are introducing a new community sponsorship program designed to strengthen those connections while making it easier for local businesses and organizations to support Destination Granby throughout the year. Rather than focusing only on individual events, our new sponsorship structure recognizes the broader role our partners play in supporting community gatherings, local businesses, placemaking, visitor services, and the experiences that help Granby feel welcoming and connected.

Your support allows us to keep many community events free and accessible, invest in our downtown, promote local businesses, welcome visitors, and create opportunities for neighbors to gather and celebrate together. Just as importantly, it demonstrates a shared commitment to the people and place we all care about.

We are deeply grateful for the businesses, organizations, and community members who continue to invest in Granby. We invite you to join us as a 2027 Destination Granby Partner and help us continue building a community where people feel connected, supported, and proud to belong.

With gratitude,

Reeves Brown
Executive Director
Destination Granby



MISSION

Destination Granby builds community and economic vitality through connection, collaboration and place.

VISION

A Granby where community spirit thrives, local businesses flourish, and our welcoming downtown serves as the gathering place for meaningful connections.

STAFF



REEVES BROWN

Executive Director



KAYTE SPILLER

Community Engagement & Marketing Manager



WIKI STEFANCZYK

Events Manager

AREAS OF IMPACT

PROMOTIONS

Putting Granby in the spotlight

We tell Granby's story and create reasons for people to visit, shop, dine, explore, and invest here. Through marketing, events, storytelling, and community promotions, your investment helps drive awareness, strengthen our local economy, and showcase what makes Granby unique.

ORGANIZATION

Building a stronger foundation

We bring community leaders, businesses, volunteers, and resources together around a shared vision for Granby. Your investment helps provide the coordination, leadership, and capacity needed to turn ideas into action and build lasting partnerships throughout our community.

ECONOMIC VITALITY

Growing opportunity in Granby

We work to strengthen existing businesses, support entrepreneurs, attract compatible new businesses, and put vacant or underused spaces to work. Your investment helps cultivate a resilient local economy, create opportunities for business growth, and increase economic activity in Granby.

DESIGN

Creating a place people want to be

We invest in the look, feel, and function of Granby's commercial district, from beautification and public spaces to walkability, signage, lighting, and placemaking. Your support helps create an inviting downtown that residents are proud of and visitors want to experience.

KEY METRICS

Partnering with Destination Granby puts your business directly in front of an engaged audience while aligning your brand with a trusted, community-focused organization. As the host of Granby's most beloved local events, we offer sponsors a unique opportunity to build lasting goodwill and highlight their commitment to the region.

The metrics below highlight the scope of our community reach, digital engagement, and foot traffic. Supporting Destination Granby gives your business exposure across high-impact events and initiatives that drive real economic results. Partner with us to elevate your brand while directly investing in Granby's growth, local businesses, and vibrant mountain community.

Visitor Trips
1.9 Million

Average Visitor Stay
3 Days

Event Attendance
17,000

Events
17

Businesses Promotions
130

Volunteer Hours
350

Information Center

People Served
5,600

Top Questions
Activities, Events, Transportation, Businesses

Top Visitor Locations
Colorado, Texas, Florida, Missouri & Kansas

Marketing Reach

Social Media
4.5 Million Views

Website
327,000 Views

Emails
40,000 Email Contacts

Data from Jan1 - Dec 31, 2025

SIGNATURE EVENTS



MUSIC & MARKET

Thursdays, June - August 2027

- Annual Attendees: 5,000
- Expanded 10-week summer series starting in 2027



4TH OF JULY

July 2 - 4, 2027

- Parade Spectators: 9,000



ART IN THE PARK

September 5, 2027

- Attendees: 500



TRICK OR TREAT MAIN STREET

October 29, 2027

- Attendees: 1,000



HOMETOWN HOLIDAYS

Tree Lighting, November 27, 2027

- Attendees: 300

DESTINATION GRANBY SPONSORSHIP LEVELS

EVENTS	COMMUNITY CHAMPION $15,000	COMMUNITY BUILDER $10,000	COMMUNITY PARTNER $5,000	COMMUNITY SUPPORTER $1,000	COMMUNITY FRIEND $500
Event Presenting Sponsorship- *Based on availability of 5 Signature Events*	1 Included	Additional Opportunity	Additional Opportunity	Additional Opportunity	Additional Opportunity
Standard Event Sponsorship	5	5	4	3	2
	Speaker recognition, large logo	Speaker recognition, large logo	Mid-Size Logo	Mid-Size Logo	Small Logo
Event Booth Space- *Music & Market, Party in the Park, Trick-or-Treat*	✓	✓	✓	✓	✓
Reserved Seating	✓	-	-	-	-
Complimentary Beverage Tickets- *Music & Market & Art in the Park*	25	20	10	5	5
Complimentary 3 Lakes Registration	8	6	4	2	-
MARKETING, WEBSITE & SOCIAL MEDIA					
Featured Sponsor Spotlight- *In creative partnership with Destination Granby*	Quarterly	Twice Yearly	Once Yearly	-	-
Tagged Social Media Recognition	12 posts	8 posts	4 posts	2 posts	1 post
Recognition in Monthly 411 or GEM Newsletter	Monthly	Quarterly	Twice Yearly	Yearly	-
Recognition on Weekly "Things to Do" Post	✓	-	-	-	-
Featured or Complimentary Business Listing	Featured	Featured	Featured	Complimentary	Complimentary
Logo on Website Footer	Linked Logo	Logo	Logo	Name	Name
Annual KFFR Underwriting Announcement	✓	-	-	-	-
IN-MARKET EXPOSURE					
Information Center TV/Digital Display	Logo	Logo	Logo	Name	Name
Information Center Rack Card Priority Placement	✓	✓	✓	✓	✓
“DG Community Partner” Decal	✓	✓	✓	✓	✓
Use of "DG Community Partner" Logo	✓	✓	✓	✓	✓
Recognition at Community Presentations	Large Logo	Large Logo	Mid-Size Logo	Mid-Size Logo	Small Logo
Invited to present at DG Board Meetings	✓	✓	-	-	-

PRESENTING SPONSORSHIP

MUSIC & MARKET- $10,000
UNAVAILABLE AT THIS TIME

- **Complimentary for Community Champion**
- Exclusive Naming Rights: "Presented By"
- Logo Displayed on Event Page
- KFFR Underwriting Announcement Social
- One Dedicated Business Post
- Logo on all Music and Market Social Graphics
- Logo on Music and Market Email Marketing Campaign
- Dedicated 411 Spotlight on Business
- Logo on All Print & Digital Materials
- Logo on Info Center TV Event Slide
- Town Sign "Presented By"
- Weekly Recognition from Event Stage
- Logo on All Photo Booth Prints (*one appearence at event*)
- Business Logo at Event Stage and on Event Signature
- Logo on Annual Event Cups
- Weekly 10'x10' Event Space

4TH OF JULY- $6,000
UNAVAILABLE AT THIS TIME

- **Complimentary for Community Champion**
- Exclusive Naming Rights: "Presented By"
- Logo Displayed on Event Page
- KFFR Underwriting Announcement Social
- One Dedicated Business Post Social
- Logo on all 4th of July Social Graphics
- Logo on all 4th of July Email Marketing Campaign
- Logo on all Print & Digital Materials
- Logo on Info Center TV Event Slide
- Town Sign "Presented By"
- Logo on Photo Booth Prints
- Logo on Parade Banner
- Complimentary Parade Registration and Priority Placement in Parade
- Business Logo at Event Stage and on Event Signature
- Recognition at Party in the Park Event Stage
- 10'x'10' Party in the Park Event Space

ART IN THE PARK- $3,500

- **Complimentary for Community Champion**
- Exclusive Naming Rights: "Presented By"
- Logo Displayed on Event Page
- KFFR Underwriting Announcement
- One Dedicated Business Post Social
- Logo on All in The Park Social Graphics
- Logo on Art In The Park Email Marketing Campaign
- Logo on All Print & Digital Materials TV
- Logo on Info Center TV Event Slide Event Sinage
- Town Sign "Presented By"
- Logo at Event Stage and on Event Signage
- Recognition from Event Stage
- 10'x10' Event Space

TRICK OR TREAT- $2,500
UNAVAILABLE AT THIS TIME

- **Complimentary for Community Champion**
- Exclusive Naming Rights: "Presented By"
- Logo Displayed on Event Page
- KFFR Underwriting Announcement Social
- Logo on All Trick or Treat Social Graphics
- Logo on Trick or Treat Email Marketing Campaign
- Logo on All Print & Digital Materials TV
- Logo on Info Center TV Event Slide
- Town Sign "Presented By"
- Logo on Photo Booth Prints
- Trick-or-Treat event space

HOMETOWN HOLIDAYS- $2,500

- **Complimentary for Community Champion**
- Exclusive Naming Rights: "Presented By"
- Logo Displayed on Event Page
- KFFR Underwriting Announcement Social
- Logo on all Hometown Holidays Posts
- Logo on Hometown Holidays Email Marketing Campaign
- Logo on All Print & Digital Materials
- Logo on Info Center TV Event Slide
- Town Sign "Presented By"
- Acknowledgement at The Tree Lighting
- Tree Lighting event space

BIERGARTEN SPONSOR- $3,000

- Exclusive Naming Rights: "Biergarten Sponsor"
- Logo Displayed on Event Page for Music & Market & Art in the Park
- Logo Displayed at Summer Event Biergarten
- Logo on Info Center TV Event Slide
- Acknowledgement at Music & Market & Art in The Park

INTERESTED IN ADDITIONAL OPPORTUNTIES?
Email: sponsorship@destinationgranby.com

RECOGNITION

Here area a few examples of how our sponsors are featured across print and digital materials.















PARTNERSHIP COMMITMENT

Name of Organization: _____
Contact Name: _____
Title: _____
Mailing Address: _____
City: _____ **State:** _____
Zip Code: _____
E-Mail Address: _____
Phone Number: _____
Signature: _____

Community Partnership Commitments:

- ☐ Community Champion ($15,000)
- ☐ Community Builder ($10,000)
- ☐ Community Partner ($5,000)
- ☐ Community Supporter ($1,000)
- ☐ Community Friend ($500)

Presenting Sponsor Opportunities:

- ☐ Presenting Sponsor of Music & Market
- ☐ Presenting Sponsor of 4th of July
- ☐ Presenting Sponsor of Art in the Park
- ☐ Presenting Sponsor of Trick-or-Treat
- ☐ Presenting Sponsor of Hometown Holidays

Additional Opportunities:

- ☐ Summer Biergarten Sponsor
- ☐ Hospitality Sponsor
- ☐ Other Sponsor

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: Sponsorship
PO Box 35
Granby, CO 80446
Email: sponsorship@destinationgranby.com

Thank you from

DESTINATION GRANBY COLORADO

GET INVOLVED

Destination Granby is a community building organization and your contribution supports 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

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

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

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.





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