

SPONSOR GRANBY

2027 3 LAKES



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.

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



**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.



3 LAKES ICE FISHING CONTEST

JANUARY 29 - 31, 2027

The longest running ice fishing contest west of the Mississippi is in its 39th year! Proceeds from this event will fund Destination Granby's programming and operating costs, which support the Granby community.

EVENT DETAILS

- **Dates:** January 29rd, 30th & 31st 2027
- **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

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
- **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
- **Merchandise** - Complimentary 3 Lakes Merch

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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
- **Merchandise** - Complimentary 3 Lakes Merch

YOUTH ANGLER SPONSOR - \$2,500

- **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 12.1.2026



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 kayte@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: Sponsorship

PO Box 35

Granby, CO 80446

Or E-Mail to:

sponsorship@destinationgranby.com

Thank you from



**DESTINATION
GRANBY**
C O L O R A D O



DESTINATION
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