



DESTINATION GRANBY C O L O R A D O

SPONSOR GRANBY 2024



OUR MISSION

Destination Granby delivers an unforgettable mountain town experience by highlighting our town's story, harnessing our community energy, supporting our businesses, and creating beautiful places.

OUR VISION

Destination Granby is the driving force for the ideas and possibilities that inspire our four season mountain town.



AREAS *of* IMPACT



PROMOTIONS

JOB: Tell the Story of Granby Today

ROLE: Illustrate the beauty and charm of downtown and the Granby region. Showcasing businesses, outdoor recreation, and events, our marketing efforts attract people to Granby as a basecamp for their next Rocky Mountain escape.



COMMUNITY ENGAGEMENT

JOB: Harness the Energy of Granby

ROLE: Produce and promote community events that bring people together. Building relationships with community partners, rallying volunteers, and seeking input from locals to help guide our vision. The focus is on activating and building trust within the organization's network of partners.



BUSINESS SUPPORT

JOB: Sustain and Grow Granby's Economic Health

ROLE: Focus on the key actions that will result in increased public and private investment in Granby. Working to retain and grow existing businesses while also attracting new development projects, and helping to identify and promote new business opportunities in town.



PLACEMAKING

JOB: Enhance Granby as a Place to Gather

ROLE: Activate and beautify the physical aspects of Granby and connect them to neighboring residential neighborhoods. Creating a place where residents and visitors want to gather to shop, dine, and celebrate.

DESTINATION GRANBY TEAM

BOARD OF DIRECTORS

President: Amy Kaplanis; *Country Ace Hardware*

Treasurer: Jacob Morrison; *Blue Federal Credit Union*

Kasy Allen; *Wheatley Creek Services*

Cory Davis; *Summit Time Vacation Rentals*

Brad Ray; *Superintendent East Grand School District*

Jeff Sneddon; *Sneddon Contracting Services*

EXECUTIVE DIRECTOR

Sarah Cichon

ASSISTANT DIRECTOR

Megan Schroetel

EVENTS MANAGER

Kayte Spiller

LOCAL GOVERNMENT

Town of Granby

Grand County Colorado Tourism Board



ANNUAL EVENTS CALENDAR

Our events have been community favorites for years. On-site exposure and interaction with attendees is a great way to build your brand.

JUNE 1 - 8

Granby GrubFest

JUNE 20 - AUGUST 15 *EXCLUDING JULY 4

Music & Market
(weekly on Thursdays 5:30-8:30pm)

JULY 4 - 6

4th of July Festivities

AUGUST 31

Art in the Park

OCTOBER 11 - 25

Scarecrow Contest /
Trick or Treat Main Street

OCTOBER 17

ArtWalk

NOVEMBER 25 - DECEMBER 31

Hometown Holidays /
Small Business Season

NOVEMBER 30

Tree Lighting & Light Parade

JANUARY 24 - 26, 2025

3 Lakes Ice Fishing Contest





GRANBY GRUBFEST

JUNE 1-8, 2024

Kick off the summer with a local restaurant week! Come out and support our restaurants as they gear up for the busy season.



BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$500

- Logo on printed materials and website
- Inclusion in a sponsorship post on social media
- KFFR underwriting custom announcement

DIAMOND SPONSOR

Investment: \$250

- Logo on website

HOW TO GET INVOLVED

If you are a local Granby restaurant, please create a breakfast, lunch or dinner item to be included in our week long, special menu for Grubfest! ***We will promote your item and restaurant!***

DEADLINES

Commitment required by **4.15.2023**

Payment due by **5.1.2023**



QUESTIONS? Email kayte@destinationgranby.com

MUSIC AND MARKET

JUNE 20 - AUGUST 15, 2024 **Excluding July 4*
WEEKLY ON THURSDAYS 5:30-8:30 PM



The Granby Music & Market offers 8 events throughout the summer. Vendors sell various products such as honey, meat, produce, eggs, and more. Weekly bands play during the event.

AUDIENCE

- Local Grand County residents and families
- Families from Denver and surrounding areas

BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$7,500

- Logo on merchandise/giveaways
- 50 drink tickets for the summer
- Logo on printed materials and website
- Logo on flag next to stage at all events
- Inclusion in featured, presenting sponsor post on social media
- KFFR underwriting custom announcement
- Thank you announcement at event
- 10x10 space available for the summer

DIAMOND SPONSOR

Investment: \$1,000 (8 available)

- Concert Spotlight sponsor for a week
- 10 drink tickets
- Logo on printed materials and website
- Logo on flag next to stage at one event
- Inclusion in a sponsor post on social media
- Thank you announcement at one event
- 10x10 space available for the summer

GARNET SPONSOR

Investment: \$500

- Logo on printed materials and website
- Inclusion in a sponsor post on social media
- 10x10 space available for the summer

JASPER SPONSOR

Investment: \$250

- Logo on printed materials and website
- Inclusion in a sponsor post on social media

VENDOR

Investment: \$150/summer

- 10x10 space

The vendor fee reserves your space for the entire season, guaranteeing you the opportunity to participate in each market. Vendor fee is non-refundable after June 1st.



HOW TO GET INVOLVED

Interested in joining a Music & Market Committee? Contact kayte@destinationgranby.com to learn more about involvement. For local businesses, consider extending hours on Thursday evenings to take advantage of additional downtown traffic! If you are a market or restaurant, 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!

DEADLINES

Commitment required by **5.1.2024**

Payment due by **6.1.2024**

GRANBY 4TH OF JULY

JULY 4-6, 2024



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

- Local Grand County families
- Families from Denver and surrounding areas
- Market Reach: 30,000 attendees throughout the 3-day event

BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$5,000

- Logo on parade banner
- Signage at all weekend events (including rodeo)
- Acknowledgment at all weekend events
- Logo on printed materials and website
- Logo in digital ads & promotions
- Inclusion in featured, presenting sponsor post on social media
- Thank you announcement at event
- KFFR underwriting custom announcement
- Choice of position in parade and complimentary parade registration
- 10x10 space at Party in the Park



DIAMOND SPONSOR

Investment: \$1,000

- Logo banner at Party in the Park
- Thank you announcement at event
- Logo on printed materials and website
- Inclusion in a sponsor post on social media
- 10x10 space at Party in the Park
- Complimentary parade registration

GARNET SPONSOR

Investment: \$300

- Logo on printed materials and website
- Inclusion in a sponsor post on social media
- Thank you announcement at 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!

DEADLINES

Commitment required by **5.1.2024**

Payment required by **6.1.2024**

Parade sign up required by **6.26.2024**

ART IN THE PARK

AUGUST 31, 2024



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

- Local Grand County residents and families
- Families from Denver and surrounding areas

BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$3,500

- Logo on merchandise/giveaways
- Logo on printed materials and website
- Logo on flag next to stage
- Inclusion in featured, presenting sponsor post on social media
- KFFR underwriting custom announcement
- Thank you announcement at event
- 10 drink tickets
- Commemorative plaque displayed on the mural long wall for one year
- 10x10 space at Art in the Park

DIAMOND SPONSOR

Investment: \$2,000

- Logo on printed materials and website
- Logo on flag next to stage
- Inclusion in a sponsor post on social media
- Acknowledgment on KFFR radio
- Thank you announcement at event
- 5 drink tickets
- Commemorative plaque displayed on the mural long wall for one year

GARNET SPONSOR

Investment: \$1,000

- Logo on printed materials and website
- Logo on flag next to stage
- Acknowledgment on KFFR radio
- Inclusion in a sponsor post on social media
- Thank you announcement at event
- Commemorative plaque displayed on the mural long wall for one year

JASPER SPONSOR

Investment: \$300

- Logo on printed materials and website
- Inclusion in a sponsor post on social media
- Thank you announcement at event
- Commemorative plaque displayed on the mural long wall for one year

HOW TO GET INVOLVED

Interested in joining an art committee or hosting a community art activity at the event? Contact Paige to learn more about involvement.



DEADLINES

Commitment required by **7.15.2024**

Payment due by **8.1.2024**

SCARECROW FESTIVAL & TRICK OR TREAT GRANBY

OCTOBER 11-25, 2024



Join in on this community favorite! Creative scarecrows line downtown and businesses compete for community votes and prizes. Winners are announced during the Trick or Treat Main Street event.

AUDIENCE

- Local Grand County families
- Families from Denver and surrounding areas
- Market Reach: Approximately 500 attendees



BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$2,500

- Logo on Trick or Treat candy bag
- Logo on printed materials and website
- Inclusion in featured, presenting sponsor post on social media
- KFFR underwriting custom announcement
- 10x10 space at Visitor Center for Trick or Treat Main Street

DIAMOND SPONSOR

Investment: \$1,000

- Logo on Trick or Treat candy bag
- Logo on printed materials and website
- Inclusion in a sponsor post on social media
- 10x10 space Visitor Center for Trick or Treat Main Street

GARNET SPONSOR

Investment: \$300

- Logo on printed materials and website
- Inclusion in a sponsor post on social media
- 10x10 space downtown for Trick or Treat Main Street

HOW TO GET INVOLVED

The Scarecrow Festival is now a three week fall event culminating in our highly popular, Trick or Treat Main Street. Create a fall promotion such as pumpkin patch, dinner special or craft class. Our goal is to turn Granby into a Scarecrow destination during the month of October, so get your businesses creating Scarecrows for locals and visitors to enjoy! **Work with us to promote your business!**

DEADLINES

Commitment required by **9.1.2024**

Payment due by **10.1.2024**

Scarecrows need to be completed and installed by **10.14.2024**



HOMETOWN HOLIDAYS / SMALL BUSINESS SEASON BEGINS NOVEMBER 25, 2024

With Small Business Saturday as a launching pad for holiday shopping and extravaganzas, festivities kickoff with the Tree Lighting & Light Parade on November 30 and continue through the end of the year!

AUDIENCE

- Families
- Local Grand County residents
- Colorado residents
- Visitors from other states

BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$1,000

- Logo on printed materials and website
- Logo placement in all digital ads/promotions
- Inclusion in featured, presenting sponsor post on social media
- Acknowledgment at the Christmas Tree Lighting



GARNET SPONSOR

Investment: \$300

- Logo on printed materials and website
- Acknowledgment at Christmas Tree Lighting

HOW TO GET INVOLVED

Once again, 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 on November 30? **Contact us to help create a wonderful, small town holiday season!**

DEADLINES

Commitment required by **11.1.2024**
Payment due by **12.1.2024**



3 LAKES ICE FISHING CONTEST

JANUARY 24 - 26, 2025



The 37th Annual 3 Lakes Ice Fishing Contest is the longest-running ice fishing tournament West of the Mississippi. This annual fundraiser supports Destination Granby and goes back into community programming and events.

AUDIENCE

This family-friendly event brings ice fishermen to Granby from more than 13 different states! Most participants are men between the ages of 25 and 60 years old.

BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$10,000

- Logo on printed materials, website, event emails, merchandise/giveaways, and vehicle grand prize
- One logo post to social media
- Product/Marketing material placement in welcome bags (1200+)
- Logo placement on banner at Weigh Station
- Name mention at nightly Award Ceremonies
- KFFR underwriting custom announcement
- Logo in promotional event recap video
- 6 complimentary tournament registrations
- 6 complimentary tickets to Kickoff Party

DIAMOND SPONSOR

Investment: \$5,000

- Logo on printed materials and website
- Logo on event emails
- One logo post to social media
- Product/Marketing material placement in welcome bags (1200+)
- Logo placement on banner at Weigh Station
- Name mention at nightly Award Ceremonies
- Logo in promotional event recap video
- 5 complimentary tournament registrations
- 5 complimentary tickets to Kickoff Party

The 3 Lakes audience annual reach is made up of 170,000 through Facebook, 150,000 through digital and print advertising, 20,000 through the event webpage, 3,000 through email marketing, and 1,500 through in-person participants and their families.

QUESTIONS? Email kayte@destinationgranby.com

CONTINUES ›

KICKOFF EVENT SPONSOR

Investment: \$3,500 (only one available)

- Exclusive sponsorship at party venue
- Signage at the party and event
- Logo on Kickoff Event invite
- Logo on printed materials and website
- Logo on event emails
- Logo on website
- One logo post to social media
- 4 complimentary tournament registrations
- 4 complimentary tickets to Kickoff Party

GARNET SPONSOR

Investment: \$2,500

- Logo on printed materials and website
- Logo on event emails
- One logo post to social media
- Product/Marketing material placement in welcome bags (1200+)
- Name mention at nightly Award Ceremonies
- Logo in promotional event recap video
- 4 complimentary tournament registrations

YOUTH ANGLER SPONSOR - NEW!

Investment: \$2,500

Sponsorship covers the cost of trophies, medals, winner prizes, and a Saturday giveaway prize package for youth anglers.

- Youth Prize Package Named after Business
- Logo on printed materials and website
- Logo on event emails
- One logo post to social media
- Product/Marketing material placement in welcome bags (1200+)
- Name mention at nightly Award Ceremonies
- Logo in promotional event recap video
- 4 complimentary tournament registrations



JASPER SPONSOR

Investment: \$1,000

- Logo on printed materials and website
- Logo on event emails
- One logo post to social media
- Product/Marketing material placement in welcome bags (1200+)
- 2 complimentary tournament registrations

TAGGED FISH

Investment: \$250

- Logo on printed materials and website

HOW TO GET INVOLVED

Volunteer opportunities for event days such as parking attendants, prize distribution and kickoff party assistance is available!

If you wish to participate in a 3 Lakes Organizational Committee or create a promotional event during this busy weekend, contact our office.

DEADLINES

Commitment required by **11.1.2024**

Payment due by **12.1.2024**



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

For more information contact sarah@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

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.

For more information contact sarah@destinationgranby.com



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