

An aerial photograph of a large crowd gathered on a wide town street, likely for a parade or festival. The street is lined with buildings, including a 'Maverick's Grille' and a 'First Class Automotive' shop. In the background, rolling hills and mountains are visible under a blue sky with scattered clouds. A large, semi-transparent circular logo is overlaid on the top half of the image.

DESTINATION GRANBY COLORADO

SPONSOR GRANBY 2022



OUR MISSION

Destination Granby is the driving force for revitalization, leveraging the power of place to support thriving businesses while delivering unforgettable mountain-town experiences.

OUR VISION

Granby is not just your trailhead to the Rockies, it's your four-season forever town where you can build your business, connect with the community, and launch your next adventure.



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: Jennifer Laspesa; *Granby Ranch*

Town Liaison: Kristie DeLay; *The Local Real Estate Group*

Amy Kaplanis; *Ace Hardware*

Andrea Toy; *Fitch Ranch*

Ali Williams; *Community Member*

Jeff Sneddon; *Sneddon Contracting Strategies*

Nicole Schafer; *Homebuyers Mortgage*

Deb Brynoff; *Retired CEO of Grand County Association of Realtors*

Jacob Morrison; *Blue Federal Credit Union*

Rachael Thackston; *River Run*

Stacy Starr; *Homegrown Talent Initiative*

EXECUTIVE DIRECTOR

Lauren Huber

TEAM MEMBERS

Marketing Manager:

Carley Clegg

Community Impact Manager:

Sarah Cichon-Douglas

LOCAL GOVERNMENT

Town of Granby

Grand County Colorado Tourism Board

BUSINESS COMMUNITY

RESIDENTS/DONORS



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.

MAY 23-30

Granby GrubFest

JULY 2-4

4th of July Festivities

JULY 6 - AUGUST 24

Music & Market
(weekly on Wednesdays 5-7pm)

OCTOBER 10 - 31

Scarecrow Contest /
Halloween on Main

NOVEMBER 26 - DECEMBER 31

Hometown Holidays /
Small Business Season

DECEMBER 2

Granby Tree Lighting Ceremony

JANUARY 27 - 29, 2023

3 Lakes Ice Fishing Contest





GRANBY GRUBFEST

MAY 23-30, 2022

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 placement on all marketing materials including website and printed menu
- Inclusion in sponsorship post on social media
- Promotion during the event



DIAMOND SPONSOR

Investment: \$250

- Featured daily menu item

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 **3.15.2022**

Payment due by **4.15.2022**

QUESTIONS? Email sarah@destinationgranby.com

MUSIC AND MARKET

JULY 6 - AUGUST 24, 2022
WEEKLY ON WEDNESDAYS 5-7PM



The Granby Music & Market offers 8 events throughout the summer. Vendors sell various products such as honey, meat, produce, eggs, and more. Weekly bands will play during the event which is scheduled from 5-7pm.

AUDIENCE

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

BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$5,000

- Logo placement on all marketing materials
- Inclusion in sponsorship post on social media
- Complimentary 10 x 10 vendor space
- Promotion during the events
- Sponsor on front of tote bag & steel pint cups

DIAMOND SPONSOR

Investment: \$1,000 (8 available)

- Concert Spotlight sponsor the week.
- Banner on stage
- Social media highlight
- Thank you announcement at the Music & Market
- Logo on back of tote bag
- 10x10 space available for the summer

GARNET SPONSOR

Investment: \$500

- Logo on website and poster
- Social media Thank You post
- Logo on farmers market bags
- 10x10 space available for the summer

JASPER SPONSOR

Investment: \$250

- Business name on website and poster
- Business name on tote bag
- 10x10 space available for the summer

VENDOR

Investment: \$80

- Vendors listed on poster and website
- 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 Sarah to learn more about involvement. For local businesses, consider extending hours on Wednesday 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 **5.2.2022**

Payment due by **6.2.2022**

GRANBY 4TH OF JULY

JULY 2-4, 2022

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 the surrounding areas
- Market Reach: 8,000 attendees throughout the 3-day event

BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$5,000

- Logo on event banner
- Choice of position in parade
- Signage at all weekend events (including rodeo)
- Acknowledgment at all weekend events
- Logo placement on printed marketing material
- Logo placement in digital ads & promotions
- Inclusion in sponsorship post on social media
- Logo included in promotional event recap video
- Complimentary parade registration



DIAMOND SPONSOR

Investment: \$1,000

- Logo banner at Party in the Park
- Acknowledgment from stage during the Party in the Park
- Logo placement on printed marketing material
- Logo placement in digital ads & promotions

- Inclusion in sponsorship post on social media
- Logo included in promotional event recap video
- Complimentary parade registration

GARNET SPONSOR

Investment: \$500

- Logo placement on printed marketing materials
- Logo placement in digital ads & promotions
- Inclusion in sponsorship post on social media
- Complimentary parade registration

JASPER SPONSOR

Investment: \$250

- Business Name on printed and digital marketing materials
- Social media Thank You post
- 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 **5.13.2022**

Payment required by **6.13.2022**

Parade sign up required by **6.27.2022**

SCARECROW FESTIVAL & TRICK OR TREAT GRANBY

OCTOBER 10-31, 2022



Join in on this community favorite! Creative scarecrows line downtown and businesses compete for community votes and prizes. Voting opens October 10th and winners are announced during the Trick or Treat Main Street event on October 28th.

AUDIENCE

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



BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$2,500

- Logo on event banner
- Logo on Candy / Scarecrow Map
- Logo on front of Trick or Treat candy bag
- Logo placement on printed event poster and website
- Logo inclusion in social media promotion
- Scarecrow awards presented by business name
- 10x10 in downtown for Trick or Treat Main Street

DIAMOND SPONSOR

Investment: \$1,000

- Candy / Scarecrow Map
- Logo on back of Trick or Treat candy bag
- Logo placement on printed event poster and website
- Logo inclusion in social media promotion
- 10x10 in downtown

GARNET SPONSOR

Investment: \$500

- Logo on Candy / Scarecrow Map
- Logo placement on printed event poster and website
- Logo inclusion in social media promotion
- 10x10 in downtown for Trick or Treat Main Street

JASPER SPONSOR

Investment: \$250

- Candy / Scarecrow Map
- Business name on printed event poster and website
- Business name inclusion in social media promotion
- 10x10 in downtown

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 **8.15.2022**

Payment due by **9.15.2022**

Scarecrows need to be completed and installed by **10.10.2022**



HOMETOWN HOLIDAYS / SMALL BUSINESS SEASON BEGINS NOVEMBER 26, 2022

With Small Business Saturday as a launching pad for holiday shopping and extravaganzas, festivities in Granby will last all season long.



AUDIENCE

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

BENEFIT LEVELS

PRESENTING SPONSOR

Investment: \$1,000

- Logo on all printed marketing material including signs at all retail registers
- Logo placement in all digital ads/promotions
- Customized social media post
- Acknowledgment at the Christmas Tree Lighting Event
- Shop Small Giveaways presented by sponsor
- Opportunity to include promotional item in the Shop Small Giveaways



DIAMOND SPONSOR

Investment: TBD

- Christmas Lights Tour sponsor
- Logo on all printed marketing material
- Logo placement in all digital ads/promotions
- Prizes awarded by sponsor

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 December 2nd? **Contact us to help create a wonderful, small town holiday season!**

DEADLINES

Commitment required by **9.1.2022**

Payment due by **10.1.2022**



3 LAKES ICE FISHING CONTEST JANUARY 27 - 29, 2023



The 34th Annual 3 Lakes Ice Fishing Contest is the longest-running ice fishing tournament West of the Mississippi! Your services and products will be promoted to over 4,000 participating anglers and you will gain direct access to prospective customers.

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.

- Market Reach: 663,586
- Print/Digital Ads: 2,800,000+
- Social Media: 650,000+

BENEFIT LEVELS

PRESENTING SPONSOR

Not available at this time

KICKOFF EVENT SPONSOR

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

- Exclusive sponsorship at party venue
- Signage at the party and event
- Prominent logo placement on all Kickoff Event printed marketing material
- Logo included in all event newsletters
- Logo placement on event invite
- Ad on Destination Granby's website
- Customized social media post
- 2 complimentary tickets to the Kickoff Event

CONTINUES ›

3 LAKES ICE FISHING CONTEST CONTINUED

DIAMOND SPONSOR

Investment: \$5,000

- Logo placement on all printed marketing materials
- Logo in all event newsletters
- Logo on 3 Lakes page on Destination Granby's website
- Logo on 3 Lakes merchandise
- Individual social media post
- Product/Marketing material placement in welcome bags (1200+)
- Logo placement on banners at event Weigh Station
- Name mention at nightly Award Ceremonies
- Logo included in promotional event recap video
- 6 complimentary registrations for the tournament

GARNET SPONSOR

Investment: \$2,500

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

JASPER SPONSOR

Investment: \$1,000

- Logo placement on all printed marketing materials
- Logo included in all event newsletters
- One logo post to social media



- Product/Marketing material placement in welcome bags (1200+)
- 2 complimentary registrations for the contest

TAGGED FISH

Investment: \$250

- Business name listed on event poster 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, please let us know. Partner with us! If your business is interested in creating a promotional event during this busy weekend to take advantage of additional visitors to the Granby area, contact our office.

DEADLINES

Commitment required by **11.1.2022**

Payment due by **12.1.2022**



JOIN US

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

DONATE AS A DOWNTOWN BUSINESS OWNER

We support all Granby businesses through our work, but we do provide some special perks for businesses who support us as well!

- **Granby Gem Diamond | Business:**
\$250 Annual Donation
- **Granby Gem Garnet | 2nd Business:**
\$175 Annual Donation
- **Granby Gem Jasper | Non-Profit:**
\$125 Annual Donation

Destination Granby is not a membership organization and promotion of Granby businesses and participation in our programs is not exclusive to our Gems; however, we do have some perks just for you!

- Enhanced listing on Destination Granby website that includes business photos, extended description, and list of business amenities
- Business referrals
- Display brochures in Granby Information Center
- Receive access to the Destination Granby Gem-only online portal
- Access to Destination Granby photo library
- Discount on ticketed events hosted by Destination Granby

DONATE AS A COMMUNITY MEMBER GRANBY GEM TOPAZ

When you support the Granby community that you love, you can receive the following recognition gift:

- A Destination Granby window decal.
- A Destination Granby t-Shirt (**Donations of \$50 or more, while supplies last**)
- Destination Granby is in the process of acquiring a new nonprofit status. Once this is obtained, your contribution will be 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.

BECOMING A GRANBY GEM INCREASES

*the visibility of your business,
provides opportunities to network
with other business owners, and
provides access to educational
seminars to enhance your business.*

ADDITIONAL Opportunities



VOLUNTEER

Destination Granby is always looking for volunteers! Perhaps you wish to join a group of like-minded individuals assisting in the development of a volunteer committee or help out during a special event. We have opportunities available to accommodate interests or time.

If you would like to learn more about helping our organization as a volunteer, please email Sarah: sarah@destinationgranby.com



PROMOTIONAL OPPORTUNITIES

We thrive on promoting our local businesses. Whether your business or organization is running a merchandise sale or adding a holiday cocktail to your menu, partner with us! We are happy to promote your business to locals and visitors alike.



TAKE ADVANTAGE OF BENEFITS

Becoming a Granby Gem is easy! As an Agate, Diamond or Non-Profit, take advantage of your donor benefits! Utilize features on our website, make announcements in our newsletter and on social media, display brochures at the Information Center, and create the opportunity for business referrals. We are here to help your organization network and gain exposure.

Visit destinationgranby.com and explore the *Membership tab* to learn more.



BE IN THE KNOW

As a supporter of Destination Granby you will receive the Granby Gem e-newsletter which gives you the inside scoop on Granby happenings. Be the first to know about upcoming community events and how to get involved, educational workshops, or funding opportunities.



516 E Agate Ave
Granby, CO 80446
(970) 887-2311
www.destinationgranby.com

© 2022 Destination Granby. All rights reserved.