

SPONSOR GRANBY

2025 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 are responsible for planning and executing major events, providing marketing and business support, and spearheading beautification and placemaking efforts for the town of Granby. Destination Granby also serves the community by operating the Granby Information Center and conducting destination marketing services for the greater Granby area.

As fellow workers and residents of Granby, our organization is passionate about preserving the best parts of Granby and its history while supporting and investing in a vibrant community for all who live in and visit our town. We love Granby and are working hard to increase downtown economic vitality while maintaining an authentic, mountain town.

Although generously funded by the Town of Granby, we still need to raise critical dollars to continue free, community events. Your sponsorship helps us engage and support the community by enhancing downtown, so residents and visitors can enjoy social gatherings and events which strengthen our community.

Your sponsorship helps sustain and enhance our town and enables Destination Granby to meet our mission and vision. If you are interested in custom sponsorships or additional avenues for donations, please connect with us!

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. We honor our small-town charm and history while advocating for a vibrant downtown, as the community gathering space for locals and visitors alike.

VISION

To build a vibrant and inclusive 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 24 - 26, 2025

The longest running ice fishing contest west of the Mississippi is in its 37th year! Proceeds from this event will fund Destination Granby's programming and operating costs.

EVENT DETAILS

- **Dates:** January 24th, 25th & 26th 2025
- **Kickoff Party:** Thursday, January 23rd
- **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 Posts
- **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** - 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

Unavailable at this time.

- **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
- **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** - 4 Comp. Tickets to Kickoff Party

CONTINUED ON BACK



Questions? Email kayte@destinationgranby.com

BENEFIT LEVELS (CONT.)

DIAMOND SPONSOR - \$5,000

- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - One Dedicated Business 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 (Sponsor Provided)
- **Event** - 5 Comp. 3-Day Contest Registrations
- **Event** - 5 Comp. Tickets to Kickoff Party
- **Merchandise** - Comp. 3 Lakes Merch

YOUTH ANGLER SPONSOR - \$2,500

Unavailable at this time.

- **Web** - Logo Displayed on Event Page
- **Social** - One Dedicated Business 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** - Mention at FB Live Prize Package Giveaway
- **Event** - Nightly Mentions at Awards Ceremonies
- **Event** - Product Placement in Welcome Bags (Provided by Sponsor)
- **Event** - 4 Complimentary 3-Day Contest Registrations
- **Merchandise** - Complimentary 3 Lakes Merch

GARNET SPONSOR - \$2,500

- **Web** - Logo on Event Page
- **Social** - One Dedicated Business 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** - Mention at FB Live Prize Package Giveaway
- **Event** - Nightly Mentions at Awards Ceremonies
- **Event** - Product Placement in Welcome Bags (Provided by Sponsor)
- **Event** - 4 Comp. 3-Day Contest Registrations
- **Merchandise** - Complimentary 3 Lakes Merch

JASPER SPONSOR - \$1,000

- **Web** - Logo on Event Page
- **Social** - One Dedicated Business 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** - Product Placement in Welcome Bags (Provided by Sponsor)
- **Event** - Mention at FB Live Prize Package Giveaway
- **Event** - Nightly Mentions at Awards Ceremonies
- **Event** - 2 Comp. 3-Day Contest Registrations

TAGGED FISH SPONSOR - \$250

- **Web** - Logo Displayed on Event Page
- **Social** - Inclusion on Thank You Social Post
- **Video** - Logo in Post-Event Recap Video
- **Event** - Product Placement in Welcome Bags (Provided by Sponsor)

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 12.1.2024

Questions? 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 3.5%)
- 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**
C O L O R A D O