

# 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.*

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# 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](mailto: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](mailto:kayte@destinationgranby.com)



# MUSIC AND MARKET

THURSDAYS, JUNE 26 - AUGUST 14, 2025

Music & Market is held from 5:30 - 8:30 pm at Polhamus Park. Vendors sell various products such as honey, meat, produce, eggs, and more. Weekly bands play during the event.

## AUDIENCE & REACH

- Local Grand County families
- Families from Denver and surrounding areas
- Annual Attendees: 3,000
- Advertising Reach: 820,000+



## BENEFIT LEVELS

### PRESENTING SPONSOR - \$10,000

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - One Dedicated Business Post
- **Social** - Logo on all Music and Market Social Posts
- **Email** - Logo on Music and Market Email Marketing Campaign
- **Email** - Dedicated 411 Spotlight Light on Business
- **Email & Social** - Logo on Post Event Survey
- **Print** - Logo on All Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event** - Weekly Recognition From the Stage
- **Event** - Logo on Photo Booth Prints (One Appearance at Event)
- **Event** - Logo on Flag at Event Stage for 8 Weeks
- **Event** - Logo on Limited Special Event Cups
- **Event** - 10x10 Space Available for the Series

CONTINUED ON BACK



## BENEFIT LEVELS (CONT.)

### BIERGARTEN SPONSOR - \$2,500 (CASH OR PRODUCT)

- **Web** - Logo Displayed on Event Page
- **Social** - One Dedicated Business Post
- **Print** - Logo on All Print & Digital Materials
- **Event** - Weekly Recognition from the Stage
- **Event** - Logo on Flag at Biergarten
- *This sponsorship level is a dual sponsorship for **Music and Market** and **Art in the Park***

### DIAMOND SPONSOR - \$1,000 WEEKLY CONCERT SPOTLIGHT SPONSORS (UNAVAILABLE)

- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - Inclusion in the Weekly Social Post
- **Social** - Inclusion in Sponsor & Thank You Post
- **Email** - Logo on Music and Market Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Print** - Logo on Printed Ad in Sky Hi for Week
- **Event** - Logo on Flag at Event Stage for Your Sponsored Week
- **Event** - Acknowledgement from Event Stage for Your Sponsored Week
- **Event** - 10x10 Space Available for the Series

### JASPER SPONSOR \$250

- **Web** - Logo Displayed on Event Page
- **Social** - Inclusion in Sponsor & Thank You Post
- **Email** - Logo on Music and Market Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials

## HOW TO GET INVOLVED

**Interested in joining a Music & Market Committee?** For local businesses, consider extending hours on Thursday evenings to take advantage of additional downtown traffic! 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!



## DEADLINE

Commitment required by **5.15.2025**

Questions? Email [kayte@destinationgranby.com](mailto:kayte@destinationgranby.com)





# 4TH OF JULY

JULY 4 & 5, 2025

*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 & REACH

- Local Grand County families
- Families from Denver and surrounding areas
- Parade Spectators: 5,000
- Advertising Reach: 360,000+

## BENEFIT LEVELS

### PRESENTING SPONSOR - \$5,000

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - One Dedicated Business Post
- **Social** - Logo on All 4th of July Social Posts
- **Email** - Logo on 4th of July Email Marketing Campaign
- **Print** - Logo on all Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event** - Logo on Photo Booth Prints
- **Event** - Logo on Parade Banner
- **Event** - Complimentary Parade Registration and Priority Placement in Parade
- **Event** - Business Flag with Logo at Event Stage at Party in the Park
- **Event** - Recognition at Party in the Park Event

### DIAMOND SPONSOR - \$1,000

- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - Inclusion in sponsor & thank you post
- **Email** - Logo on 4th of July Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Event** - Complimentary Parade Registration and Priority Placement in the Parade
- **Event** - Business Flag with Logo at Event Stage for Party in the Park
- **Event** - Acknowledgement at Party in the Park Event

### JASPER SPONSOR \$300

- **Web** - Logo Displayed on Event Page
- **Social** - Inclusion in Sponsor & Thank You Post
- **Email** - Logo on 4th of July Email Marketing Campaign
- **Print** - Logo on Printed Promotional Materials
- **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!

## DEADLINE

Commitment required by **5.15.2025**

Questions? Email [kayte@destinationgranby.com](mailto:kayte@destinationgranby.com)



# ART IN THE PARK

AUGUST 30, 2025

*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 & REACH

- Local Grand County families
- Families from Denver and surrounding areas
- Attendees: 500
- Advertising Reach: 116,000+

## BENEFIT LEVELS

### PRESENTING SPONSOR - \$3,500

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - One Dedicated Business Post
- **Social** - Logo on All Art in the Park Social Posts
- **Email** - Logo on Art In The Park Email Marketing Campaign
- **Print** - Logo on all Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event** - Business Flag with Logo at Event Stage
- **Event** - Acknowledgement from Event Stage
- **Event** - 10x10 space at event

### DIAMOND SPONSOR - \$1,000

- **Web** - Logo on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - Inclusion in sponsor & thank you post
- **Email** - Logo on Art In The Park Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Event** - Business Flag with Logo at Event Stage
- **Event** - Mention from Event Stage

### JASPER SPONSOR - \$300

- **Web** - Logo on Event Page
- **Social** - Inclusion in Sponsor & Thank You Post
- **Email** - Logo on Art In The Park Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials

## HOW TO GET INVOLVED

Join an art committee or host a community art activity at the event.

## DEADLINE

Commitment required by 7.11.2025

Questions? Email [kayte@destinationgranby.com](mailto:kayte@destinationgranby.com)





**GRANBY**  
**TRICK or TREAT**  
MAIN STREET

# TRICK OR TREAT MAIN STREET

**OCTOBER 31, 2025**

Get ready for a spooky good time at Trick or Treat Main Street in Granby, Colorado! Kids of all ages can trick-or-treat at businesses along Agate Avenue and at the Granby Info Center lot.

## AUDIENCE

- Local Grand County families
- Families from Denver and surrounding areas
- Attendees: 800
- Advertising Reach: 85,000+

## BENEFIT LEVELS

### PRESENTING SPONSOR - \$2,500

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Social** - Logo on all Trick or Treat Posts
- **Email** - Logo on Trick or Treat Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event** - Logo on Photo Booth Prints
- **Event** - Logo on Trick or Treat Candy Bags
- **Event** - 10x10 space at Event

### DIAMOND SPONSOR - \$1,000

- **Web** - Logo Displayed on Event Page
- **Radio** - KFFR Underwriting Announcement
- **Email** - Logo on Trick or Treat Email Marketing Campaign
- **Social** - Inclusion Sponsor Post on Social Media
- **Print** - Logo on All Print & Digital Materials
- **Event** - Logo on Trick or Treat Bags
- **Event** - 10x10 space at Event

### JASPER SPONSOR - \$300

- **Web** - Logo Displayed on Event Page
- **Social** - Inclusion Sponsor Post on Social Media
- **Email** - Logo on Art In The Park Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Event** - Logo on Trick or Treat Bags
- **Event** - 10x10 space at Event

## HOW TO GET INVOLVED

Pass out candy to families, either at your Main Street location, or at the Information Center lot.

## DEADLINE

Commitment required by **9.6.2025**

Questions? Email [kayte@destinationgranby.com](mailto:kayte@destinationgranby.com)





# HOMETOWN HOLIDAYS & SMALL BUSINESS SEASON

**BEGINS NOVEMBER 29, 2025**

*With Small Business Saturday as a launching pad for holiday shopping and events, festivities kickoff with the Tree Lighting & Light Parade on November 29 and continue through the end of the year!*

## AUDIENCE

- Local Grand County families
- Families from Denver and surrounding areas
- Advertising Reach: 110,000+

## BENEFIT LEVELS

### PRESENTING SPONSOR - \$1,500

- **Exclusive Naming Rights** - "Presented By"
- **Web** - Logo Displayed on Event Page
- **Social** - Logo on all Hometown Holidays Posts
- **Email** - Logo on Hometown Holidays Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **TV** - Logo on Info Center TV Event Slide
- **Event Signage** - Town Sign "Presented By"
- **Event** - Acknowledgement at the Tree Lighting

### JASPER SPONSOR - \$300

- **Web** - Logo Displayed on Event Page
- **Social** - Logo on All Social Posts
- **Email** - Logo on Hometown Holidays Email Marketing Campaign
- **Print** - Logo on All Print & Digital Materials
- **Event** - Acknowledgement at the Tree Lighting

## HOW TO GET INVOLVED

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



## DEADLINE

Commitment required by **11.3.2025**

Questions? Email [kayte@destinationgranby.com](mailto:kayte@destinationgranby.com)



# 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.*

# 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





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

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