



2021 Sponsorship & Marketing Opportunities



LafayetteCHAMBER

Sponsorship Packages & Advertising Opportunities for Chamber Members Only



As you plan for 2021, the Lafayette Chamber would like for you to consider unique ways to promote your business. Sponsoring provides your business with brand awareness, recognition, and media exposure while making a statement that you are invested in your Community.

THERE'S AN OPPORTUNITY FOR BUSINESSES BIG & SMALL

The Lafayette Chamber depends on business sponsorships to put on these successful events in our community.

The Chamber/Special Events are locally and regionally recognized as the best along the entire Front Range. As a sponsor, your name will literally be seen by thousands of residents and visitors to Lafayette. **We can bill you in two or four installments and accept cash, checks and Visa/MasterCard/American Express.**

Please look over the levels in this packet carefully, as they have changed. You can sponsor many events in one of our packages or just sponsor a specific event. Sponsorship and Membership in the Chamber are separate.

For more information, please contact: Lafayette Chamber of Commerce
P.O. Box 1018, Lafayette, CO 80026
303-666-9555 fax: 303-666-4392 events@lafayettecolorado.com
www.lafayettecolorado.com

Where We Market

Newspapers—46 ads in the following newspapers:

Daily Camera
Broomfield Enterprise
Colorado Hometown Weekly
Denver Post

Print Media

Boulder Magazine
Yellow Scene
Kid's Pages
Colorado Runner Magazine
Rec. Center Guide

Local News Outlets—

Our 4 major events had several articles published before and after each event along with postings from:

Things to do this weekend—Channel 2
4 Fun Things to do this weekend—Channel 4
Denver7 list of the 7 best things to do in Denver this weekend—Channel 7
9 Things to do in Colorado this weekend—Channel 9



Brew Fest Segment on Channel 2
Daybreak show
Aired on September 12, 2019

Celebrate July 4 segment on Channel 4
aired on June 20th and June 26, 2019



- ◆ City Update mailed to 13,000 homes
- ◆ Lafayette Chamber Business Directory
- ◆ Lafayette Chamber website
- ◆ City of Lafayette website
- ◆ Posters in area businesses

- ◆ Chamber newsletter inserts
- ◆ Chamber electronic emails
- ◆ Online Event Calendars in Boulder/Denver
- ◆ Press release mailed to area
Television, Radio Stations, Newspapers/Magazines.
- ◆ Facebook posts

Events include:

- ◆ Lafayette Oatmeal Festival—TBD
- ◆ Chamber Dinner—TBD
- ◆ Lafayette SummerFest—June 26th
- ◆ Black Diamond Golf Tournament—TBD
- ◆ Lafayette Peach Festival—August 21st
- ◆ Lafayette Brew Fest—September 11th
- ◆ Annual Par-Tee @ Top Golf—TBD

SPONSORSHIP PACKAGES



PRESENTING SPONSOR— \$4,500

Peach Festival or Lafayette SummerFest

Print Media:

- ◆ Company name listed as the Presenting Sponsor for **Peach Fest or Lafayette SummerFest.**
- ◆ Company name & logo on **ALL** print /electronic promotional material for **ALL Special Events**—Oatmeal, Lafayette SummerFest, Peach and Brew Fest
- ◆ Company logo on cover of 2021 Chamber Directory and Online Edition
- ◆ Enhanced listing in 2021 Chamber Directory
- ◆ Press Release about your Sponsorship

Onsite:

- ◆ Complimentary booth space at **ALL** Special Events
- ◆ Company logo displayed at **ALL** Special Events and Black Diamond Open Golf Tournament
- ◆ Major Sponsor—Black Diamond Open Golf Tournament. *Includes a Hole, Skill Hole & Cart Sponsorship; Display of company logo; Major Sponsor flag; presence on Hole In One; company name displayed on registration form, golfers' goodie bags and at the lunch*
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 4 free tickets to Annual Dinner

Website:

- ◆ Company logo and link on website home page and Facebook
- ◆ Enhanced Website Directory listing
- ◆ Banner Ad—Home Page



PLATINUM SPONSOR — \$3,500

Print Media:

- ◆ Company name & logo on **ALL** print /electronic promotional material for **ALL Special Events**—Oatmeal, Lafayette SummerFest, Peach and Brew Fest.
- ◆ Company logo on cover of 2021 Chamber Directory and Online Edition
- ◆ Enhanced listing in 2021 Chamber Directory

Onsite:

- ◆ Complimentary booth space at **ALL** Special Events
- ◆ Company logo displayed at **ALL** Special Events and Black Diamond Open Golf Tournament
- ◆ Exclusive Tee or Green recognition on 3 premium holes in Black Diamond Golf Tournament
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 4 free tickets to Annual Dinner

Website:

- ◆ Company logo and link on website home page and Facebook
- ◆ Enhanced Website Directory listing
- ◆ Banner Ad—Search Pages

SPONSORSHIP PACKAGES



GOLD SPONSOR— \$2,500

Print Media:

- ◆ Company name & logo on **ALL** print /electronic promotional material for **2 Special Events**—Oatmeal, Lafayette SummerFest, Peach or Brew Fest
- ◆ Company logo on cover of 2021 Chamber Directory and Online Edition
- ◆ Enhanced listing in 2021 Chamber Directory

Onsite:

- ◆ Complimentary booth space at **2** Special Events
- ◆ Company logo displayed at **2** Special Events and Black Diamond Open Golf Tournament
- ◆ Major Sponsor for the Black Diamond Golf Tournament
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 4 free tickets to Annual Dinner

Website:

- ◆ Company logo and link on website home page and Facebook
- ◆ Enhanced Website Directory Listing



SILVER SPONSOR — \$1,500

Print Media:

- ◆ Company logo on **ALL** print /electronic promotional material for **2 Special Events**—Oatmeal, Lafayette SummerFest, Peach or Brew Fest
- ◆ Company logo on cover of 2020 Chamber Directory/ Online Edition

Onsite:

- ◆ Company logo displayed at **2** Special Events and Black Diamond Open Golf Tournament.
- ◆ Major Sponsor for the Black Diamond Golf Tournament
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 4 free tickets to Annual Dinner

Website:

- ◆ Company logo and link on website home page and Facebook
- ◆ Enhanced Website Directory listing



RUBY SPONSOR — \$1,500—Non Chamber Member add \$300.00

Print Media:

- ◆ Company logo displayed in all print /electronic promotional material for **PEACH ONLY!**

Onsite:

- ◆ Complimentary booth space at **PEACH ONLY**
- ◆ Company logo displayed at **PEACH ONLY**

SPONSORSHIP PACKAGES



BRONZE SPONSOR— \$1,000

Print Media:

- ◆ Company name & logo on **ALL** print /electronic promotional material for 1 Special Event—
Oatmeal, Lafayette SummerFest, Peach or Brew Fest

Onsite:

- ◆ Peak Sponsor for the Black Diamond Golf Tournament
- ◆ 2 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 2 free tickets to Annual Dinner

Website:

- ◆ Company logo on website home page and Facebook



BLACK DIAMOND GOLF TOURNAMENT SPONSOR

Major Sponsor \$500

- ◆ Includes a Hole, Skill Hole & Cart sponsorship, display of company logo. Major sponsor flag, presence on Hole in One, company name displayed on registration form, golfers' goodie bags and at the lunch.

Peak Sponsor \$300
Includes Green Sponsor and 2 cart sponsors.

- ◆ Green \$200
- ◆ Hole \$100
- ◆ Individual golfer \$110



PAR-TEE @ TOP GOLF SPONSOR

Entry Fee is \$100 and includes:

- ◆ 3 Hours of Top Golf friendly competition
- ◆ Fajita Fiesta Buffet in private room
- ◆ Bottomless soda, iced tea, water—alcohol for sale
- ◆ Golf pro to oversee logistics
- ◆ Leaderboard & scorecards
- ◆ Limited golf clubs provided by Top Golf or bring your own

ACE \$1000—6 players included

- ◆ 6 drink coupons
- ◆ Company name and logo prominently featured in all marketing materials
- ◆ Recognition on Chamber website and social media
- ◆ Exclusive advertising in food area
- ◆ Bay area advertising including golf bay entrance & golf bay table

EAGLE \$750—3 players included

- ◆ 3 drink coupons
- ◆ Company name/logo featured in all marketing materials
- ◆ Recognition on Chamber website and social media
- ◆ Bay area advertising including golf bay entrance & golf bay table

BIRDIE \$500—1 player included

- ◆ Company name featured in all marketing materials
- ◆ Recognition on Chamber website and social media

BAY Sponsor \$200

- ◆ Signage at golf bay entrance & golf bay table

SPONSORSHIP PACKAGES

LAFAYETTE SUMMERFEST PRESENTING SPONSOR — \$4,500

Print Media:

- ◆ Company name listed as the Presenting Sponsor for **Lafayette SummerFest.**
- ◆ Company name & logo on **ALL** print /electronic promotional material for **ALL Special Events**—Oatmeal, Lafayette SummerFest, Peach and Brew Fest
- ◆ Company logo on cover of 2021 Chamber Directory and Online Edition
- ◆ Enhanced listing in 2021 Chamber Directory
- ◆ Press Release about your Sponsorship

Onsite:

- ◆ Complimentary booth space at **ALL** Special Events
- ◆ Company logo displayed at **ALL** Special Events and Black Diamond Open Golf Tournament
- ◆ Major Sponsor—Black Diamond Open Golf Tournament. *Includes a Hole, Skill Hole & Cart Sponsorship; Display of company logo; Major Sponsor flag; presence on Hole In One; company name*
- ◆ *Displayed on registration form, golfers' goodie bags and at the lunch*
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner,*
- ◆ 4 free tickets to Annual Dinner

Website:

- ◆ Company logo and link on website home page and Facebook
- ◆ Enhanced Website Directory listing
- ◆ Banner Ad—Home Page



Kids Zone Sponsor—\$1,000 (1 available)

- ◆ Company name & logo on **ALL** print /electronic promotional material for Lafayette SummerFest
- ◆ Company Logo displayed on event banner/Chamber website event page
- ◆ Kids zone Sponsored by.....
- ◆ Recognition at entertainment stage
- ◆ One booth space



Band Sponsor—\$500 (4 available)

- ◆ Company name & logo on **ALL** print /electronic promotional material for Lafayette SummerFest
- ◆ Company Logo displayed on event banner/Chamber website event page
- ◆ Band Stage Sponsored by.....
- ◆ Recognition at entertainment stage
- ◆ One booth space



Pickle Ball Tournament Sponsor—\$500 (2 available)

- ◆ Company name & logo on **ALL** print /electronic promotional material for Lafayette SummerFest
- ◆ Company Logo displayed on event banner/Chamber website event page
- ◆ Pickle Ball Tournament Sponsored by.....
- ◆ Recognition at entertainment stage
- ◆ One booth space



Cider/Beer/Wine Garden Sponsor—\$500 (2 available)

- ◆ Company name & logo on **ALL** print /electronic promotional material for Lafayette SummerFest
- ◆ Company Logo displayed on event banner/Chamber website event page
- ◆ Cider/Beer/Wine Garden Sponsored by.....
- ◆ Recognition at entertainment stage
- ◆ One booth space

SPONSORSHIP PACKAGES



LAFAYETTE BREW FEST PRESENTING SPONSOR—\$3500

Print Media:

- ◆ Company logo/name as Presenting Sponsor on **ALL** print /electronic promotional material/ Lafayette Brew Fest
- ◆ Name printed as Presenting Sponsor on Souvenir Cups Press Release about your company as Presenting Sponsor

Onsite:

- ◆ Company banner/logo displayed
- ◆ 2 Complimentary booth spaces

Website:

- ◆ Company logo and link on website event page and Facebook

Bonus:

- ◆ Complimentary 100 pours and 6 souvenir cups



THE HOMEBREWER—\$500—CHAMBER MEMBERS ONLY

Print Media:

- ◆ Company logo/name on **ALL** print /electronic promotional material for Lafayette Brew Fest

Onsite:

- ◆ Company logo displayed
- ◆ 1 Complimentary booth space

Website:

- ◆ Company logo and link on website event page and Facebook

Bonus:

- ◆ Complimentary 20 pours and 2 souvenir cups



THE TASTER—\$250 - CHAMBER MEMBERS ONLY

Onsite:

- ◆ Company logo displayed @ Brew Fest



BANNER AD SPONSOR

Increase your visibility and get more eyes on your business
We average 9000 hits per month
Advertise for 1, 3, 6 or 12 months.
Banner ads (rotating) at the top of either:

* Directory Page
* Chamber Calendar

* Member to Member Deals
* Hot Deals

1 month - \$25.
6 months - \$115

3 months - \$65
12 months - \$225

SPONSORSHIP PACKAGES



LET'S GET COOKING PRESENTING SPONSOR— \$500 Per Class or all 4 classes for \$1500

We are so excited to bring you our brand new virtual quarterly cooking classes!

Print Media:

- ◆ Company name & logo on **ALL** print /electronic promotional material for **Let's Get Cooking**
- ◆ Company logo on cover of 2021 Chamber Directory and Online Edition
- ◆ Enhanced listing in 2021 Chamber Directory

Onsite:

- ◆ Complimentary 4 Free Links to Class
- ◆ 5 min. introductory at beginning of class
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*

Website:

- ◆ Company logo and link on website home page and Facebook
- ◆ Enhanced Website Directory Listing



THE FORK SPONSOR—\$200 Per class or all 4 classes for \$600

Print Media:

Company name & logo on **ALL** print /electronic promotional material for **Let's Get Cooking**



WELCOME TO YOUR NEW HOME—RESIDENT BAGS

Reusable shopping bags are used for our New Resident Welcome Bag and your name will literally be seen by more than a 1000 people as we hand deliver these bags to new residents once a month

Exclusive Sponsor--\$750—Your logo prominently displayed on one side of the bag

Bag Sponsors—

- ◆ \$500—your logo prominently displayed on top tier of bag
- ◆ \$250—your logo displayed on middle tier of bag
- ◆ \$100—your name imprinted on bag



E-NEWSLETTER ANNUAL SPONSORS—\$500

E-Newsletters are sent monthly to Chamber Members & other businesses who have signed up to receive it.

- ◆ Your clickable logo prominently displayed in Newsletter
- ◆ 6 inserts included
- ◆ Over 1000 emailed monthly
- ◆ Posted on Facebook
- ◆ Live on website for 12 months

Thank you to our 2020 Sponsors!

Presenting Sponsors:



Platinum Sponsors:



Gold Sponsors:



Children's Hospital Colorado

Silver Sponsors:

8Z Real Estate

Lafayette Lumber

Lafayette

Daily Camera

Christian Brothers Automotive

Florist

DeSantis Law

Stan's Automotive

Bronze Sponsors:

Igadi

Lafayette Lions

Mr. Handyman

In-Kind Sponsors:

Colorado Party Rentals

Boulder Magazine

Lionsgate Event Center

Eldorado Spring Water

City of Lafayette

Daily Camera

LAFAYETTE CHAMBER SPONSORSHIP COMMITMENT PLEDGE

COMPANY NAME (as you want it to appear in advertising) _____

CONTACT NAME _____

ADDRESS: _____ CITY: _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

YES, I want to help support the Chamber by **PLEDGING** to be a sponsor (*Check all that apply*)

_____**PRESENTING Sponsor Peach Fest or SummerFest (\$4,500) *All Events**

_____**Platinum Sponsor (\$3,500)**

***All Events**

_____**Gold Sponsor (\$2,500)**

*** Pick 2** ____ Oatmeal ____ SummerFest ____ Peach ____ Brew Fest

_____**Silver Sponsor (\$1,500)**

*** Pick 2** ____ Oatmeal ____ SummerFest ____ Peach ____ Brew Fest

_____**Ruby Sponsor (\$1,500)**

*** Peach ONLY (Additional \$300 for Non-Chamber members)**

_____**Bronze Sponsor (\$1000)**

*** Pick 1** ____ Oatmeal ____ SummerFest ____ Peach ____ Brew Fest

Brew Fest Sponsor

_____**The Master Brewer (\$3,500)**

_____**The Home Brewer (\$500) Chamber Members Only**

_____**The Taster Sponsor (\$250) Chamber Member Only**

Black Diamond Golf Tournament

_____**Major Sponsor/Black Diamond Golf Tournament (\$500)**

_____**Peak Sponsor/Black Diamond Golf Tournament (\$300)**

_____**Green Sponsor/Black Diamond Golf Tournament (\$200)**

_____**Hole Sponsor/Black Diamond Golf Tournament (\$100)**

Par-Tee @ Top Golf

_____**Ace Sponsor (\$1000)**

_____**Eagle Sponsor (\$750)**

_____**Birdie Sponsor (\$500)**

_____**Bay Sponsor (\$200)**

NEW THIS YEAR!

Lafayette SummerFest—replaces July 4th event

_____**PRESENTING Sponsor for SummerFest (\$4,500)**

_____**Kid Zone Sponsor (\$1000)**

_____**Band Sponsor (\$500)**

_____**Pickle Ball Tournament Sponsor (\$500)**

_____**Beer/Wine/Cider Garden Sponsor (\$500)**

New Resident Welcome Bags

_____**Exclusive Sponsor (\$750)**

_____**Bag Sponsor (\$500)**

_____**Logo Sponsor (\$250)**

_____**Name Sponsor (\$100)**

NEW THIS YEAR!

Let's Get Cooking Virtual Cooking Classes

_____**Presenting Sponsor \$500—4 available or**

_____**4 for \$1,500—1 available**

_____**The Fork Sponsor—\$200 or**

_____**4 for \$600**

Banner Ad Sponsor

_____**1 month (\$25)**

_____**6 months (\$115)**

_____**3 months (\$65)**

_____**12 months (\$225)**

E-Newsletter Annual Sponsorships \$500

TOTAL AMOUNT: \$ _____ I'VE ENCLOSED A CHECK _____ BILL ME _____ PLEDGE

What month (s) would you like to be billed? _____

Please bill me in ____ 2 installments ____ 4 installments

_____**CHARGE IT** _____**VISA** _____**MASTERCARD** _____**AMERICAN EXPRESS**

CARD NUMBER: _____ EXP. DATE _____ 3 Digit Security Code _____

NAME ON CARD _____ SIGNATURE _____

Mail or fax your completed form to:
Lafayette Chamber, P.O. Box 1018, Lafayette, CO 80026
303-666-9555 FAX: 303-666-4392



We Help Businesses Thrive!

For more information regarding our sponsorship opportunities
or to customize a package that meets the needs of your
business, contact Pat Vero.

303-666-9555

events@lafayettecolorado.com

www.lafayettecolorado.com